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Vogue
August 1st, 1940

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Whole No. 1633

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Vogue's selected

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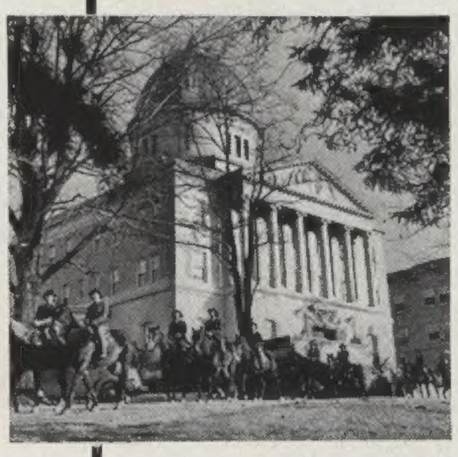

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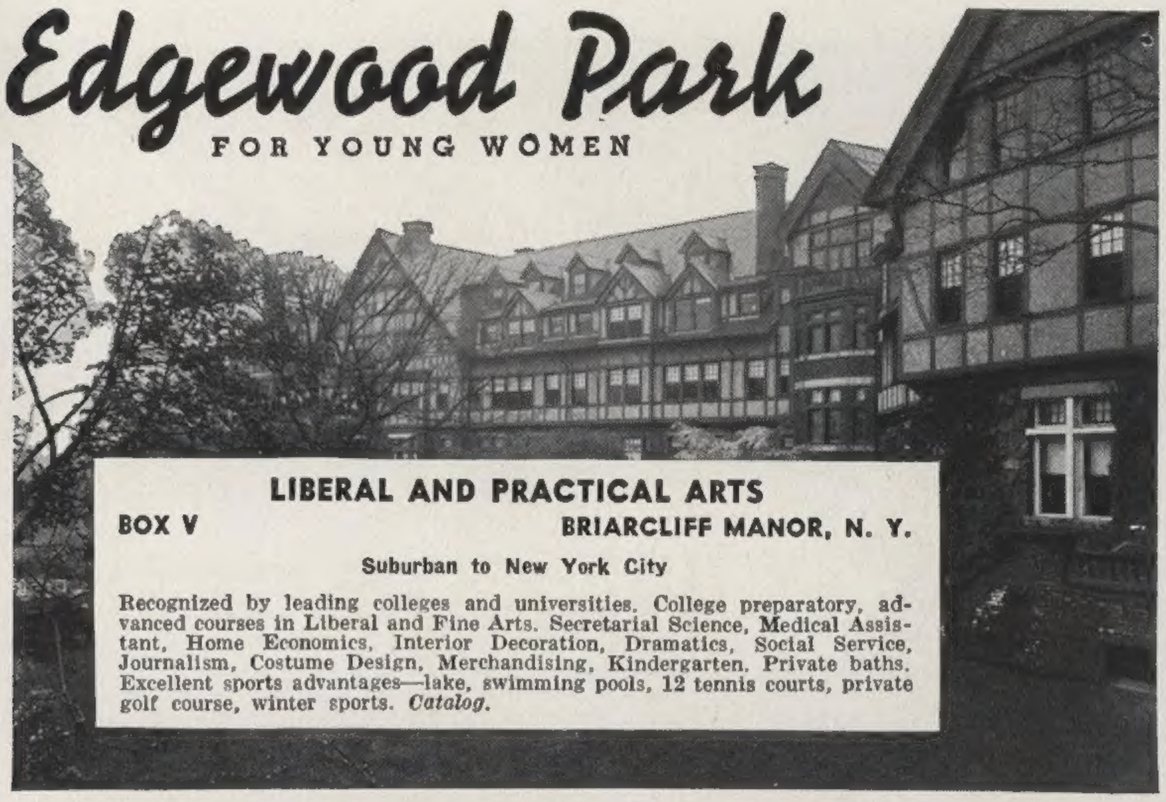

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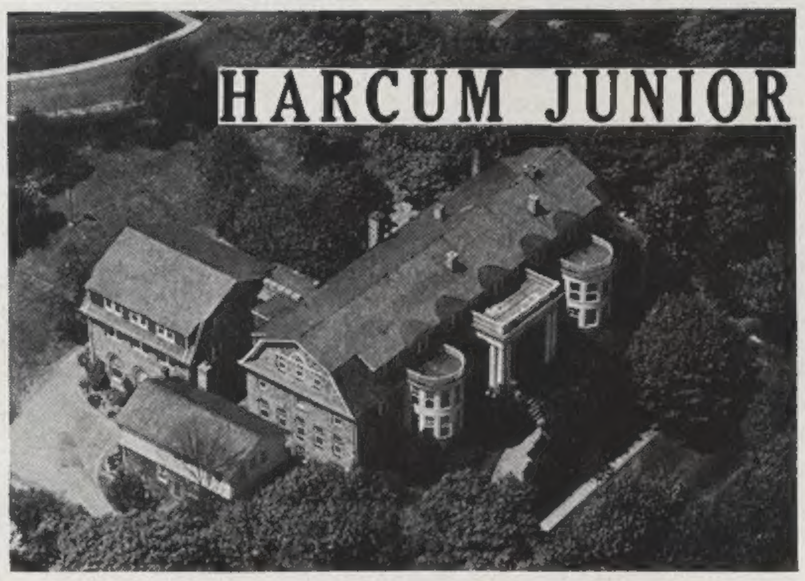

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list of schools

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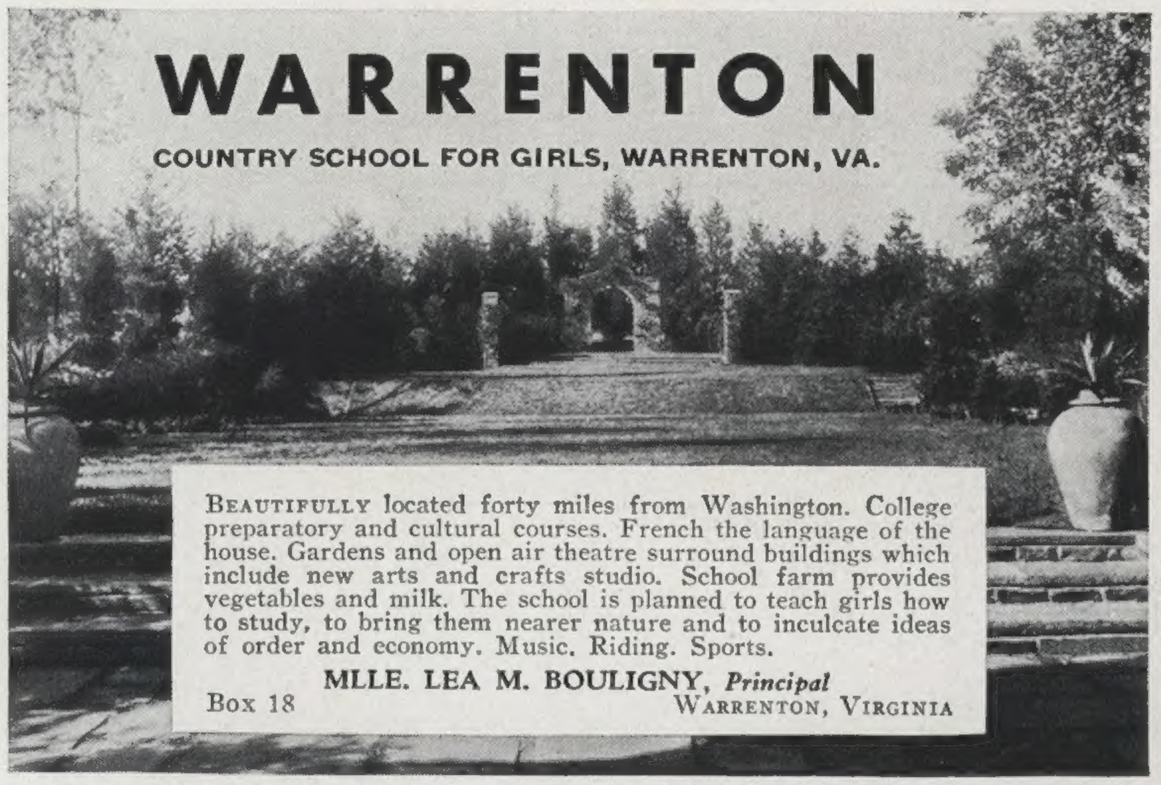

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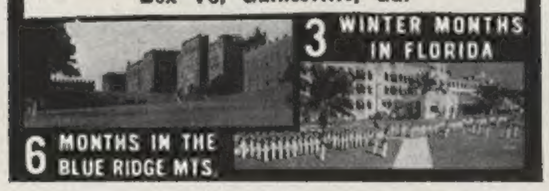

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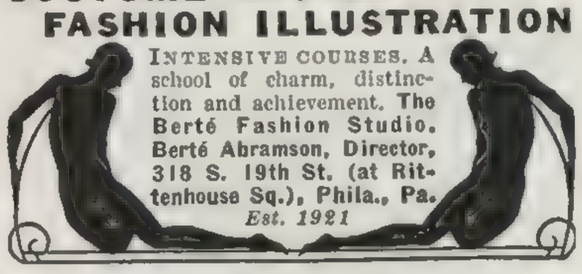

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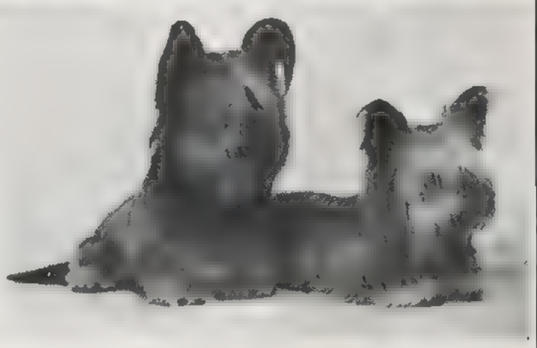

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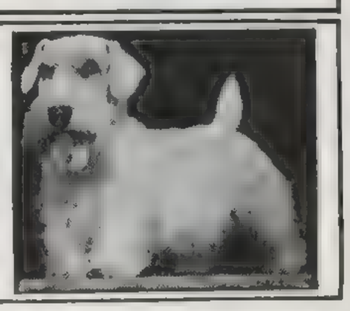

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THE DOG

Vogue's gallery of

THE CHOW CHOW

IN modern times, the Chow Chow has become a fashionable pet and a guard dog, but there is plenty of evidence available in China to prove that, for many centuries, he was the principal sporting dog. Perhaps the most lavish kennel in all history was that maintained by one of the T'ang emperors about the seventh century A. D. It was so extensive that the emperor could not possibly have availed himself of a fraction of the facilities for sport that it afforded. This kennel contained 2,500 couples of "hounds" of the Chow type, and a staff of 10,000 huntsmen.

Apparently, the Chow has been a gifted breed of dog, for his uses have run the full gamut of the work done by nearly all the recognized breeds. Even to-day in China, the Chow is used as Occidentals use the setter. He is credited with great scenting powers, on being staunch to point, possessing good sense, and in being clever in his hunting tactics. He has received great praise for his speed and stamina.

The first Occidental description of the Chow Chow was penned by the Reverend Gilbert White, Rector of Selborne, England, and this was published later in the *Natural History and Antiquities of Selborne*. The brace of dogs referred to above was brought home from Canton by a young neighbour of the clergyman, on a vessel of the East India Company, in 1780. The description indicates that these dogs were not far different from the specimens of modern times.

The early importations of Chows into England did not begin, however, until about 1880, and the breed started toward its present popularity after Queen Victoria took an interest in it. The first specialty club of the breed was started in England in 1895. It was exhibited for the first time in the United States in 1890, when a specimen named Takya, owned by Miss A. C. Derby, took a third prize in the miscellaneous class at the Westminster Kennel Club show in New York. Since 1901, the Chow Chow has made steady progress, and to-day it is one of the more popular breeds.

The Chow has now occupied an important place in the canine world of America for twenty or more years. Through selective and intelligent breeding, it has come to have a large, massive head, broad and flat at the skull, proudly carried—and with the unforgettable Chow scowl. The muzzle is short and broad, with depth. The teeth are strong, level, and bright as pearls. The nose is black, the tongue a blue-black, and the inside of the mouth

A typical Chow is Ch. Bar Maid of Tally-Ho, lion-headed, dignified, powerful. Tally-Ho Kennels

MODE

pure bred dogs

the same colour. The eyes are dark and almond-shaped. Ears are pointed, small, and stiffly carried.

The body of the Chow is short and compact, with a strong neck and muscular shoulders, and the back is short, straight, and strong, with powerful loins. The tail is well set up and carried close to the back, while the forelegs are perfectly straight, with plenty of bone. The feet are compact, round, and catlike.

But of all the Chow's physical characteristics, that which commands the most attention is the coat. It is abundant, dense, straight, and outstanding, rather coarse in texture, with a soft, woolly undercoat. The colour of the coat may be any clear colour, solid throughout, or with lighter shadings on ruff, tail, and breeching.

The real Chow in size should be massive, and of good proportions. His general appearance is lion-headed, scowling, compact, muscular, short-coupled, dignified, and powerful. He is always a perfect gentleman.

I have heard many people talk about the viciousness and treachery of Chows, but to those who do not have the natural inclination or the acquired desire to try to understand, not only the Chow, but any and every other breed of dog, may appear to be vicious. I am often asked why a dog turns on its master. My experience teaches me that no dog will ever turn on those it loves and respects. You know that a dog may often refuse to love its master because that master may command it or conquer it through fear, but yet not earn its respect. With all the Chows I have seen, and the few I have handled, I have never seen this so-called viciousness or treachery. On the contrary, I might cite some of their many virtues and good traits.

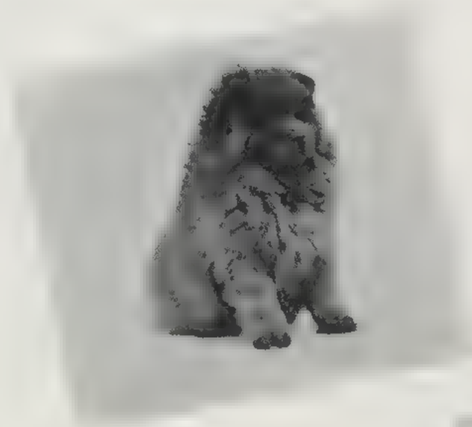
Chows are dignified. Some call this trait everything except by its true name. They are unsociable with strangers. With those they love, however, they are kind and considerate. They are obedient. Puppies seemingly are born house-broken, and my own experiences and those of my friends among the Chow breeders tell me that Chows are just about perfect in house manners and cleanliness. When grown, they are unobtrusive and quiet in demeanour around the house. When handled properly—and this applies to all dogs—they are courteous with people outside of the immediate family.

They are not a breed of dog that is constantly yapping. On the other hand, this virtue may also be claimed for many of the dogs of the breeds that are accused of a weakness for noise. When the Chow barks, it has a true and definite significance. Chows are, therefore, first-class watch-dogs. With (Continued on page 14)

The scowl of the Chow is deceiving; he is an amiable dog. Pagemoor's Sky Rocket. Owner; Mrs. F. Humpage

CHOWS

TALLY-HO KENNELS, REG.



Noted for its excellence in breeding for type and conformation of dogs of this breed. Young stock occasionally for sale. We do not publish a catalogue.

Dogs may be seen by appointment only

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DURHAM DUPLEX

DURHAM DUPLEX RAZOR CO., Mystic, Conn.
It's a quality blade—if Durham made

THE DOG MODE

Vogue's gallery of pure bred dogs

(Continued from page 13) those they love, they are ready at all times for a romp or frolic. They adore children and are safe pets. I know many Chows, and will go so far as to say that the average Chow can teach so-called angel children the first fundamentals of good manners and correct deportment.

The Chow is stubborn. He is a dog with a mind and judgment all his own. Chows are thinkers; they are students of human character. As I look at them on the benches at the dog shows, and they look at me, I wonder if it would be pleasant or unpleasant to hear, if they could speak, what they really think of humans.

The homing instinct is developed in the Chow to a much greater degree than in most other breeds of dogs. Many, many stories are told of the Chow finding his way home after having been separated from its owner and master in a crowd. They seem to have a wonderful knowledge of topography, which helps them to retrace their steps from distant points back to the one they love.

It would also seem unusual to consider the Chow as a hunting-dog. Yet many members of this wonderful breed are known for their ability to locate by scent and retrieve game. This is not unusual, though, when it is considered that the Chow has been used for many years for this very purpose in his natural habitat. The reason why more of these dogs do not show this instinct lies in the fact that their owners fail to bring it out. But this also applies to all breeds of dogs.

To sum it all up—observe the Chow. If you own one, remember what a super-dog you have. You'll find he has a soul, and a true and sympathetic heart. He is generous, loyal. He has character. As such, he is an example of nobility for a child, and a model for the grown-up to study and try to understand. He is a pal. He is everything that a good dog should be.

C. E. HARBISON

The quiet behaviour of the Chow makes him an ideal pet. Ch. Jimmee Boy. Owner; Miss Kathleen Staples

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I'm Chaperoned

Protect evergreens, shrubs, flowers with Liquid Chaperone—wonderful new dog repellent that lasts two to three weeks because it won't dissolve in rain. **Send no money.** Order Liquid Chaperone, full 12-oz. economy size, only $1 plus postage C. O. D. Or *send* $1 and *we* pay postage. Sudbury Laboratory, P. O. Box 271, So. Sudbury, Mass.

YIPPEE! Here's the Mailman with my

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It's Non-Sickening • No Starving Necessary

Be kind to your pet! Don't starve and sicken with ordinary worm compounds. Use CINAGRO and quickly worm, tonic and condition dogs, cats and other pets. Try a can—enough for about six months in average cases. 50c postpaid. Dept. VAU.

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Quick Relief FROM Summer Eczema

The dog on the right suffered from typical Summer Eczema caused by external Parasites—NOT FOOD. The combination of HILO DIP and HILO OINTMENT corrected the trouble in three weeks, 25c; 50c and larger sizes. At Pet, Seed and Dept. Stores. Pamphlet with many photos FREE. If your dealer hasn't it write Dept. V. 8, THE HILO CO., Springdale, Conn.

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COMING IN THE AUGUST 15th ISSUE OF

VOGUE

A Curriculum of *College Fashions*

You're going to college. Your entrance exams are passed. Your room's engaged. Before you, there's still the momentous question of clothes.

There are two ways to settle this problem. The hard way is to consult every college girl you know, to scout the stores, to wrestle with prices. And then spend days wondering if you're right!

The easy way is to *let Vogue do it.* And pack your trunk without a single qualm.

In its August 15th issue, Vogue brings you a complete course of study that tells you all you need to know about college wardrobe requirements. It's based on the advice of seniors in 159 colleges, plus Vogue's own expert knowledge of college clothes, stores and prices. You'll find . . .

CLASSICS...New versions of the clothes you'll wear from 8 o'clock class to 8 o'clock date. Sturdy "rain-or-shine" overcoats. Jackets with easy, boyish lines. Skirts, swing or slim, but definitely short. Knee length socks.

DRAMATICS...Essential bits of excitement to give you identity in the crowd. "Winter white" in a suede jerkin, a Dalmatian pill-box or a polar-cloth cape. Red and beige in a daytime dress or a jacket and skirt.

ECONOMICS... Vogue's Four Year Plan for a college wardrobe starts you off with freshman classics and shows you clothes for each succeeding college year.

GEOGRAPHY... Clothes that can travel. Four outfits that will see you through a successful week-end at any man's college.

ELECTIVES... "Tut, Tut, Miss Conway", Vogue's advice to Mrs. Conway's daughter who's going to college... and complete details for entering Vogue's Sixth Prix de Paris—a career contest for college seniors.

AUGUST 15th VOGUE

On Sale August 9th—35c

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

NEW ENGLAND LURE

LIKE iron filings to a magnet, people are irresistibly drawn to the White Mountains—and they don't need many extra reasons beyond the top-notch climate, and movie-scenario scenery for making a bee-line to them. The whole set-up "gets" you—once you've cast a quick glance at a View, you have New England in your blood—at least that's the way we feel about it. But the Forest Hills Hotel in Franconia, New Hampshire, just to make doubly sure, has put on the docket a list of events that should help to clinch matters. From August 12th to 17th, there's a men's golf championship; the ladies hold forth later—from August 26th to 31st. And in Peckett's Meadow, the last day of August, there's to be the Franconia-Sugar-Hill Horse Show. Feel the call of those hills already?

DOG DAYS

IF you are a dog show enthusiast or even if you aren't you should plan to attend at least one or two of the three dog shows this August on the "Adirondack Resort Circuit".

The first of these shows will take place at the Lake Placid Kennel Club, at Lake Placid, New York on August 16th.

The second show is scheduled for August 17th and the place Bolton Landing, Lake George, New York.

The third show of the group, The Wildwood Kennel Club Show will be held on Sunday, August 18th at Saratoga Springs, New York. This Wildwood Kennel Club Show is actively supported by the Saratoga Racing Association and 'tis rumored that they are offering a sterling silver trophy for best in show. This show will probably draw over 1000 prima donnas of the canine world so that it should be quite a spectacle.

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TUCSON

Santa Rita Hotel: 250 rms. Tucson's social center; Western hospitality. Air conditioned. Excellent cuisine. Famous dance bands. Polo, golf. Nick Hall, Mgr.

CALIFORNIA

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America's finest and smartest Spa. World famed thermal waters. Natural Steam Caves. Arsenated Mud Packs. Distinguished medical supervision. Cool, delightful vacation paradise. Magnificent hotel & lovely bungalows. Superb cuisine. Swimming. Golf. Riding. Tennis. Elev. 1800 ft. 90-min. from Los Angeles. Special summer rates. Write for folders. Rates. Harry S. Ward, Mgr.

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Brookdale Lodge. "Known and loved all over the world"—so travelers say. Mountain brook runs through enclosed dining room. Big Tree Country.

LA JOLLA

Casa de Manana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. American and European plans.

TAHOE

Tahoe Tavern, Lake Tahoe, Calif. In high Sierras. Elevation 6225 ft. Delightful climate. All outdoor sports. American Plan. Season June 27 to Sept. 3.

COLORADO

BROOK FOREST

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses. 400 acres private park. Excellent food. Write for folder. Edwin F. Welz, owner.

COLORADO SPRINGS

The Broadmoor. In the shadow of Pike's Peak. Sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

ESTES PARK—ROCKY MT. NATIONAL PARK

Stanley Hotel. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Renowned cuisine. Write for free illustrated booklet.

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Wake Robin Inn. Active summer sports combined with comfort and quiet. Good food and good friends. A dinner, a day, or a season at moderate rates.

OLD LYME

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh, Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Special tourist rates. Write C. C. Schiffeler, Gen. Mgr.

GEORGIA

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MAINE

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The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

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Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

OGUNQUIT

The Lookout. Southern Maine Coast. U. S. #1. Golf, riding, tennis, beaches. Modern, elevator, steam heat. Trio. 200 guests. Am. Plan. $6-10. H. Merrill.

Sparhawk Hall & Cottage Colony, overlooking the Atlantic. All sports, entertainment, 3-mile sandy beach. Summer theatre. T. H. Murphy, Manager.

WINTER HARBOR

Grindstone Inn. Atmosphere of a fine Club. Select clientele, thoroughly modern, no Hay fever, rates moderate, booklet on request, W. O. Christian, Manager.

MARYLAND

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The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standard of living. Rates begin at $3.50.

MARYLAND

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Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

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CAPE COD—FALMOUTH HEIGHTS

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The Northfield and Chateau. Golf and all outdoor sports on our 250 acre estate. Indoor games. Traditional New England Hospitality. A. Gordon Moody, Mgr.

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Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

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Wiggins Old Tavern & Hotel Northampton, & Old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

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New Ocean House on the picturesque North Shore. Seaside and country environment. Open May to October. Booklet. Clement Kennedy, President.

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MINNEAPOLIS

Hotel King Cole. Discriminating first time guests invariably return to Hotel King Cole. Minneapolis newest—on Loring Park. Swimming pool. Popular prices.

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PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

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Bellerive Hotel: Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEVADA

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Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, ranch, lake and mountain sports. One hour west of Reno on U. S. Route 50.

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Shattuck Inn. Nestled 'neath Monadnock, southern New Hampshire's highest mt. All outdoor sports, indoor comforts. From $4, & $22.50. Restricted. Bklt.

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The Forest Hills Hotel

The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

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Eagle Mountain House. 600 acre estate. Private golf course. Tennis. Sand beach bathing. No flies or mosquitoes. Orchestra. 115 rooms. 100 baths. Also cottages.

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Cragsmoor Inn. On mt. top 75 miles north of N. Y. Restricted clientele. Beautiful scenery. Delicious meals. Taproom. Golf. Rates $5.50 to $8. Booklet.

LAKE CHAMPLAIN—WESTPORT

The Westport Inn and Country Club and Cottages. In the Adirondacks. All sports. 18-hole Golf Course. Private Beach. Orchestra. Selected Clientele.

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NEW YORK

NEW YORK CITY

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Woodstock Inn. In the beautiful Green Mountains. 18-hole Golf. Tennis. Riding. Enjoy complete relaxation. Moderate tariff. C. Townsend Scanlan, Mgr.

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WEST VIRGINIA

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Traditional "Old White" and "Lee" weeks will be celebrated here August 18 to 31 with entertainment galore. It will be like a family house-party—typical of the summer life at The Greenbrier—and *you* are invited. Low summer rates are in effect—so why not come now and stay through the month? Write for information to L. R. Johnston, Gen. Mgr.

CANADA

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Chalet Cochand. Distinguished Resort, rooms with bath; excellent swimming and all summer sports; just north of Montreal. Restricted. Write—bklt., phone 25.

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Nymarks Lodge. 45 miles N. of Montreal. Laurentian Mts. Rt. 11. Modern log chalet. Swimming pool, tennis, dancing, fishing. Excellent cuisine. Restricted. Bklt.

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For you who like the sagebrush and the open spaces.

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Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

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Mayan Guest Ranch. 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table, American plan. Write for folder. Wm. P. Taylor, Mgr.

WYOMING

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A Bar A—Enjoy complete relaxation on our 40,000 acre cow outfit. All outdoor sports and indoor comforts. Restricted group. 19th Season.

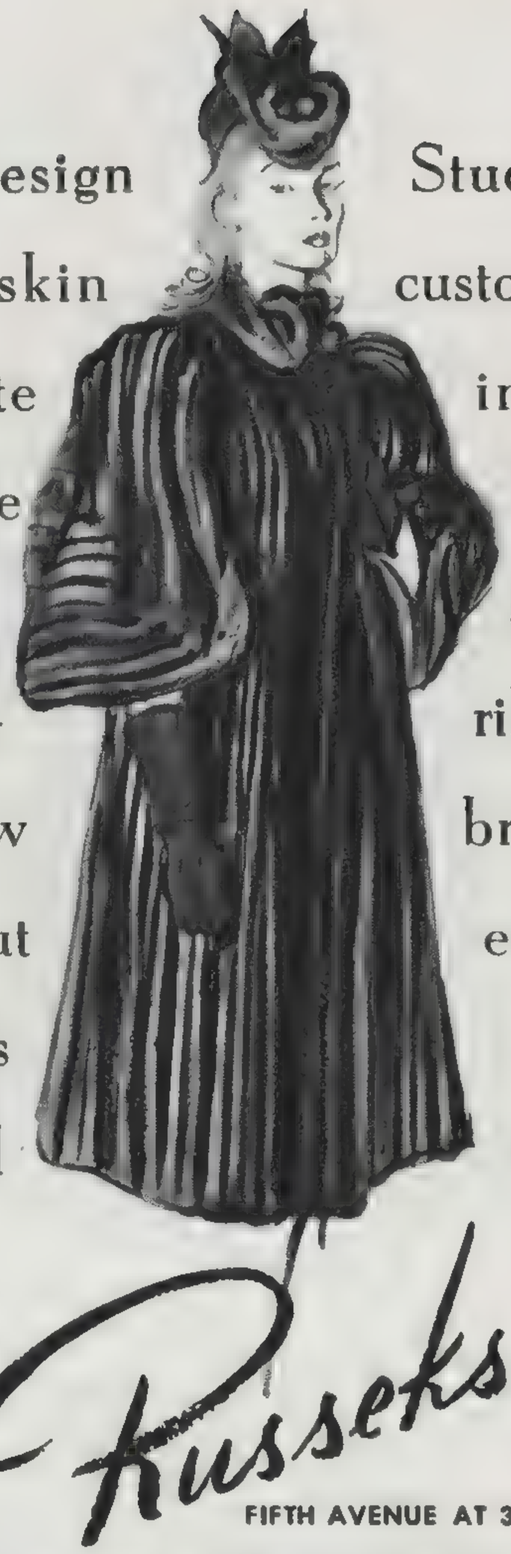
CANADA

QUEBEC—LAC MERCIER

Mont Tremblant Lodge

Overnight from New York, this famous winter sports headquarters, 90 miles north of Montreal, opens as a summer "dude ranch". Sailing, canoeing, swimming, tennis, trout fishing, mountain climbing (highest mountain in Laurentians). Horseback trips through unspoiled wilderness. Charming "chalet colony" of cottages on beautiful lake. Restricted. Mont Tremblant Lodge.

Russeks Design . . . each skin the ultimate in perfection. Possible because Williams and Allen, famed blue-ribbon winners now breed their entire output exclusively for Russeks . . . August Sale-Priced from $2000



Russeks

FIFTH AVENUE AT 36th ST., NEW YORK

ALSO AVAILABLE IN OUR BROOKLYN AND CHICAGO STORES

ALL OCCASION BASKETS

ALICE H. MARKS famed baskets filled with luscious goodies for the traveler, hostess and convalescent. $5.50 up; packages $3.50 up. Fascinating gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N. Y.

BEAUTY CULTURE

LOOK YEARS YOUNGER. JOANN COLLINS' Nonsurgical Face and Neck treatments attested for 20 years, corrects wrinkles, eye-puffs; firms contours. Freckles, blemishes removed. Advice free. 200 W. 58 St., N. Y. C. CI 7-1528

BEVERAGES

BILLY BAXTER & SOCIETY SELLERS. Society women are making pin money by selling fashionable Billy Baxter into topflight homes —club soda, sarsaparilla, quinine soda, etc.— made fine for fine people. Only solicitations among friends—at the bridge table, or by telephone; no delivering, no collecting—it's dignified, elegant. Become a Society Seller— Write at once for booklet that tells all. Address Billy Baxter, Cheswick, Pennsylvania

DID YOU KNOW that Vogue's Address Book can help you out of many a spot—from a cigarette burn in your newest dress to a cook who walks out the night of your dinner party? Plan to use this service frequently

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CANADA'S FINEST COLLECTIONS of English Bone China await your inspection in Montreal & Toronto. Illustrated booklet "V" sent on request. Henry Birks & Sons Ltd.—Montreal; Birks-Ellis-Ryrie Ltd.—Toronto, Can.

COSMETICS

SALLYE HARMER COSMETICS do make a difference. Thousands have said, "I never would have believed it" after using these Exquisite Individualized Cosmetics. Write Sallye Harmer, Lansdowne, Pa. Salons: New York, Florence Bennett, 515 Madison Ave.; Richmond, Va., Anna F. Blanchard, 946 W. Grace; Little Rock, Ark., Bert J. MacCulloch, 117 E. 4th Street; Dallas, Tex., Nora Townsend, 1005½ Main Street. Some territories still open

MME. RUBINOFF—cosmetics & make-up. Gay 90's Nosegay Cologne & Bath O'Bubbles insure summer freshness. Sold Nat'ly thru beauty salons. N. Y. VI 7-1544. Laboratories & Salon, 1720 Euclid Ave., Cleveland, O.

DELICACIES

VENDÔME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

JASMINE TEA—Imported. Rare, Fragrant, Exotic. For family or club. Gift-wrapped, with card. Send only $1. for generous, attractive package p.p. to any U. S. address. Fran-Mar Co., 752 Sacramento St., San Francisco

DOMESTIC EMPLOYEES

WHEN PLANNING for your family's comfort, has a household problem arisen? Years of experience fit us to select the proper applicant for the individual position. Miss Brinkley's Placement Agency, 1 West 47th Street, New York

DRESSMAKING

IT WAS FUN buying your clothes in the busy shop. Let our expert staff fit them in the comfort of your home. Whether it is designing for your personality or remodeling, call or write. Mme. Jane, 981 Madison Ave., N. Y. RH 4-1600

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

ELECTROLYSIS (Cont'd)

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 23rd year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

FACE HAIR REMOVED FOREVER. Permanent eyebrow shape. No Scars. Written guarantee. Free consultation. Cosmopolitan Health Institute, Lea Goldschmidt, Director. 201 West 89th St., New York, Suite 1-F. EN 2-9242

ENTERTAINMENT

LOUISE LLEWELLYN—Numerologist and Astrologer. Your present events $2. Detailed forecast of your next twelve months $10. Send name at birth and birth date with check. 147 N. Stanley Drive, Beverly Hills, California

VOGUE'S ADDRESS BOOK points the way to unusual services around town. If we don't mention what you're on the look-out for, let us know about it, and we'll ferret it out for you. These columns are always at your service

FURS

SAVE DURING OUR "SLOW" SEASON! Our fur collection is complete, our workroom unhurried . . . let Molot, formerly of Bergdorf Goodman Fur Corp., make your coat in August! Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. $25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAckawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N. Y. C.

DO YOU WASTE hours looking for things to buy? Smart wearing apparel . . . unusual accessories . . . clever, ingenious gifts? You'll save time and money if you consult Vogue's Address Book before your next shopping tour

HAIRDRESSERS

J. SCHAEFFER, custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER —Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

MARIO JEREZ, New York's most Prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

C. LEONCE FOR ADVANCED HAIR STYLE Noted for incomparable chic & originality. His Self-setting wireless permanent has been the talk of this continent. Specialist in Scientific Hair coloring. 9 E. 53 St., N. Y. WI 2-0399

FRED the Hairstylist, creator of Hair Styles in vogue. Hair and scalp rejuvenation under meticulous supervision. 18 E. 49th St., EL 5-2220. Also Washington, D. C., Branch at Phillipsborn, 11th St., between "F" & "G". Tel. Nat'l 4174

ROBERT MAKES YOU BEAUTIFUL. His Flexible Permanent is youthful, individual. Special attention to dyed, bleached, white hair. Summer Coiffeur designed and waved, $1.50. Booklet. 675 5th Ave. (53 St.) PL 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

Vogue's ADDRESS *of shops*

Where to get it.... Where to have it fixed.... Where to have practically anything done.... Here are listed some useful suggestions to help you solve your shopping problems.

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

THEY FIX. Scurry up to your attic and bring to light all the Catastrophes that you have lovingly stored away for years to be Dealt With at Some Future Date. Then call PLaza 3-2808, and Repairs, Inc., will promptly take all the necessary steps, and incidentally save you a lot of brain-twisters. You wouldn't have the faintest idea, now would you, where to go to have an old music-box—or a chiming clock—put back into circulation? Repairs, Inc., has more than a faint idea. And when you chip one of your best crystal glasses, do you just groan, and throw the glass away? Don't! They'll fix it. Or suppose an irreplaceable one of a pair of glass vases or candlesticks goes completely smash—they'll have another one blown to duplicate it. Do your bookbindings need restoring—or stitch-in-time protecting? Send them in!

They'll also supply that missing butter-knife, and boost your silver set back to the dozen mark. And during these summer months, let them mend and restore your Aubusson and Persian rugs, and tapestries. All those things that you've been letting slide for years—plus the calamities that have just happened—let Repairs, Inc., restore them to life and health in one fell swoop. Their very appropriate trade-mark, inserted into the linoleum of the office floor, involves a hammer, a scissors, a ruler, and a glue-pot!

TRAVEL TALK. If you're an annual and ardent devotee of a pet fishing camp, or resort, in Canada, and you've been a little nonplussed by the reports you've vaguely heard about getting into and out of the Dominion, we give you this advice: get in touch with the chuck-full-of-information Travel-On Bureau in the Ambassador Hotel. Just at the moment Canada is the *spécialité de la maison,* and they can give you all the details. They can tell you things such as whether you have to have a passport, and what you can and can't take in and out, and what's the equivalent of two hundred cigarettes in terms of cigars and tobacco.

In addition to which, of course, they can instruct you about railroad and steamship schedules, hotel rates—and on down the line to what species of fish are available in what lakes; they can tell you whether your favourite hotel is filled (always nice to know ahead of time); and they will make all reservations involved in getting you there and keeping you there.

HAIRDRESSERS (Cont'd)

JOSEPH, ART HAIRDRESSER'S wireless permanents are durable, glossy—styled by experts. We recolor hair in the most youthful and natural shades. Lasting finger & marcel waves. 31 West 58th Street, New York. PL 3-6649

IVAN—15 years on the Avenue. Finest Permanent Waves—all methods—for all textures of hair—$10. Ivan's quick flower scented setting lotion $1.00 by mail. 665 Fifth Ave. (corner 53rd St.) ELdorado 5-7565

TOO MUCH TIME IS SPENT looking for shops and services that will fulfill your own particular needs. Look them up in these columns. You'll find a helpful shortcut in time and effort. Tuck them handily in your purse.

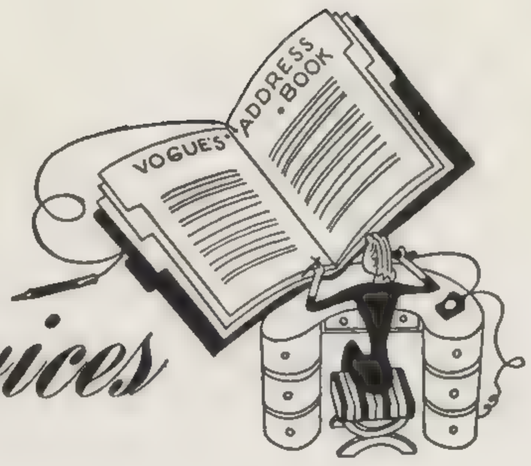
HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANCOIS HAIR COLORING SPECIALIST will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

LAURENT considers Hair Coloring an art demanding the greatest care and skill. Your hair problem will be solved expertly and beautifully. Free consultation gladly given. 683 Fifth Avenue, New York. WIckersham 2-5212

BOOK *and services*



CLEANING. We know that you (and we certainly speak for ourselves) have longed to know of a Good Place to have suède cleaned. Now we've found it: B. J. Denihan, at 215 East Sixty-Fourth Street. They (i.e., six Denihan brothers) have really gone into the problem, and can turn out cleaned suèdes that haven't lost a vestige of their colour.

They have other specialties that are useful to know about, too: they water-proof rain-coats, reversible coats, and ski jackets that have lost their water-resistant quality. They have a dyeing process which they swear will not shrink—and they won't dye the dress, rug, or whatever it is, if they know it won't dye well. They treat each thing you bring them like an individual chemistry problem. (One brother sits up on the roof and experiments all day.) Put them on your telephone-pad: RHinelander 4-0177. [N. B.: for future reference, last winter they opened a shop in Palm Beach.]

ANYTHING-DOERS. Hostesses, Inc., is one of those sit-back-and-relax-and-we'll-do-everything-for-you bureaus. They shop for you, plan wedding parties, arrange flowers, and all the other services of that ilk. But we thought just now you'd like to be reminded of their opening-and-closing-houses service.

If you're comfortably ensconced out in the country, and the thought of entering your spectrally shrouded town house or apartment, and of going through the whole moving process backwards, is already beginning to cast a damper over your spirits, dump the job in the lap of the Hostesses. They'll take over for you, open your house, and get everything more shipshape, we'll bet, than you would have! They'll see that it gets "the works": moth-proofing, furniture refinished, rugs and curtains cleaned, inventory taken, books catalogued—they'll even have it repainted for you, if you want. They'll generally refurbish everything that needs refurbishing. Get them started now, and by the time you're ready to move back, all you have to do is unlock the front door. They're at 119 East Fifty-Fourth Street; or phone PLaza 3-2264.

TAILORING. Any day now you're going to begin at least to *think* about your autumn wardrobe, and when that day comes, we hope you'll remember to include Joseph Fram in your plans. He's a custom tailor, at 15 East Forty-Seventh Street, and he has a larder full of Jaeger coats and suits and imported British tweeds. Two-piece woollen suits and beautifully detailed top-coats are his forte—and he knows how to give them That Authoritative Look. And collegiennes, if you want a top-notch polo coat that will be your Faithful Friend for the four years, see Mr. Fram about it. They are from $75.

HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York City

THIS IS AN AGE of specialization. Whether you're going to have your best jersey dinner dress cleaned, or your Aubusson rug mended, you instinctively want a specialist to work on them. And that's the "why" of Vogue's Address Book: to help you track down those specialists, and to give you leads on services that you might not know existed. Copy into your own address book the ones that interest you, and try them when the occasion arises

MAIDS' UNIFORMS

MAIDS' Aprons & Dresses of Distinction—Imported & domestic fabrics. Address of representative in your vicinity sent upon request. Katharine M. Robeson, 318 W. Springfield Avenue, Chestnut Hill, Philadelphia, Penna.

MENDING—REPAIRING

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N.Y.

MILLINERY

CHIC ORIGINALS SUPERBLY STYLED, handmade, especially for you! Felts, Fabrics $5.50; Your materials $3. Remodeling. College, Modes. Colors matched. Mail Orders. Chez Chapeaux, 218 Madison Ave. (36th St.) N. Y.

NAME TAPES

CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 20 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT, 714 Fifth Ave., New York City. Famed stylists to the narrow foot and heel. Sizes 2½ to 12, AAAAA to C. Send for booklet VC. Expert mail service. Charge accounts. Also custom made footwear on your own last

I. MILLER, 450 Fifth Avenue (at 40th Street) New York City. If you've a long, narrow foot, see the new collection of beautiful fall shoes now, for the first time, in sizes 8-11, AAAAA-C. Charge accounts are invited by this store

SHOES REBUILT

LIVERPOOL SHOE REBUILDING CO. Boots, Shoes and Wedgies rebuilt, restyled and corrected to fit. Shoes lengthened, shortened, widened. Orthopedic, Dyeing, & Order Made Depts. Mail Orders. 138 W. 34 St., N. Y. (opp. Macy's)

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for Value, not "bargains." The better shops at your doorstep. Featuring country clothes and summer fashions at no extra charge to you. 366 5th Ave., New York. WI 7-3288. Cable Edivalsto

SARAH BOOTH DARLING. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no answer, LExington 2-1100

SWEATERS

SWEATERS—from Scotland. Pastel cardigans and pullovers of cashmere and Shetland wool. Favourably priced under a preferential tariff. Write for booklet. Henry Morgan & Co., Limited. Phillips Square, Montreal, Canada

"WHERE ON EARTH CAN I FIND—?" That question is on the tip of your tongue every day, when something breaks, or something is torn, or an emergency arises. Consult Vogue's Address Book; it will answer your questions

TAILORS

P. BASILE & SON creates for discriminating women, individual custom made suits, coats of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St. VO 5-7584

JOSEPH FRAM formerly of Fortnum & Mason. Creator of fine custom-made clothes. Imported fabrics or your own material. Also ready-to-wear suits & coats from the Jaeger House of London. Expert remodeling. 15 E. 47 St., N. Y.

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Virginia

WEDDING INVITATIONS—Announcements exquisitely engraved. Samples sent promptly on request. An authoritative service, prices reasonable. Discriminating comparison requested. Harcourt & Company, Louisville, Kentucky

WEDDING INVITATIONS or Announcements 50 for $2.50; with an additional 50 at $1.00. Visiting cards 100—price $1.00. Quality guaranteed. Write for free samples. Society Stationers, 4933 Ohio Street, Chicago, Illinois

WEIGHT REDUCING

ROSE-DOR FARMS—Magnificent weight reducing and beauty haven. Body and facial rejuvenation by expert attendants. Fine accommodations. Booklet. 30 minutes from N. Y. C. Irvington-on-Hudson, N. Y. Tel. Irvington 1280

THE ADDRESS BOOK is a directory of specialized shops where you can find the most unusual articles and services that you might look for elsewhere in vain. Your letter will bring you complete information as to rates, etc.

Your visit to Gump's

1. Meet Kwan-Yin

You admire the beauty of this $1500 goddess discreetly reposing in Gump's world-famed Jade Room.

2. To Ancient Siam

Midst America's greatest collection of Siamese and Cambodian sculptures, you find the spiritual serenity of the historic past.

3. Created for You

Exotic things to wear, thrilling jewelry, and bags of lavish brocade—they're here, in modern designs.

Write for Gump's booklet "Rendezvous with Romance"
Address:
Gump's Jade Room
250 Post Street
San Francisco

GUMP'S

SAN FRANCISCO
250 POST STREET

LOS ANGELES • HONOLULU
AMBASSADOR HOTEL • 2200 KALAKAUA AVE.

GOURMET'S GUIDE

selected restaurants in and out of town

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains at 7:30. Visit our bar. Closed Sun. Open Air Garden. CO 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Marine Garden.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50. Air-conditioned

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

CHAMPS-ÉLYSÉES
Le Restaurant Par Excellence. Cuisine Française. Peerless Hors D'Oeuvres and Chicken Champs-Élysées. Luncheon and dinner. 25 East 40th St. MU 4-8833.

RESTAURANTS—DANCING

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Air cooled for summer. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park S. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café, 'Round the World Bar.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL 5-8051.

VERSAILLES. 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch., Panchito & his Rhumba.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

Do you long for suggestions about new places to dine or lunch? Vogue gives you here a list of attractive restaurants for your choice.

The Sherry-Netherland

The Sherry-Netherland (Fifth Avenue and Fifty-Ninth Street) has a quiet little bar that's a grand hide-out from the blazing sun of the street outside—it also has a big, circular dining-room and a balcony overlooking it, from which you can look up and down Fifth Avenue and congratulate yourself on being out of the heat.

But what the Sherry-Netherland is especially proud of—and justly so—is the food it serves and the cocktail-time hors-d'œuvres. It's almost a pity that the latter are so good, because you are sure to have too many and take the edge off your appetite for the delicious dinner that follows.

Don't fail to try the Chef's Secret. Cheese, with Worcestershire Sauce and paprika—but don't ask us what kind of cheese—we told you it was a secret. Anyway, look out for the brown creamy mixture in the little brown crocks—try it on a cracker, then take a lot more—and you'll understand why the Chef keeps the recipe under his cap. Both men and women like the Sherry-Netherland's cuisine—businessmen especially the good substantial buffet luncheons and dinners.

The Continental

Do you remember the old Continental Restaurant? You should—it used to serve some of the best French food in town, and it was one of the first restaurants to be air-cooled.

Well—the Continental is back again—at 10 East Fifty-Second Street—and all those in favour of good food should be glad to hear it. Lunch from $1; dinner from $1.75. A very good gipsy violinist, Yasha Datsko, provides pleasantly romantic accompaniment to a meal which is as delicious as any the old Continental ever served.

OUT-O'-DOORS

PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch, Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

PROMENADE CAFE, Lower Plaza, 49-50th Sts., Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon prix fixe $1.25. Prix fixe dinner from $1.50. Also à la carte. Music.

LOUNGE BAR

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The Champs-Élysées

There are far too few places like the new (three-four-months-old) restaurant, the Champs-Élysées, and we feel it is definitely the sort of place to be encouraged. It is a restaurant in the old tradition of excellent cuisine—every dish well prepared, every sauce given its proper importance.

The address is either 285 Madison Avenue or 25 East Fortieth Street—either way the interior is pleasant and restful.

Everything here is à la carte, except for the special dinner—priced at $1.75, and worth a deal more. This dinner includes, among other things, Chicken Champs-Élysées—a wondrous concoction of chicken and asparagus done up in sort of omelette form—and a dessert known as "Oriental," consisting of ice-cream and fruits of various kinds and handsomely covered with spun sugar.

The Barberry Room

If you remember the "old" Moriarity's in the Sixties, you probably remember it as one of the pleasantest, most relaxing places in town, where people played backgammon for hours and hours, and Mike Romanoff was a fixture, and the food was always *good.*

When Jim Moriarity moved into the Barberry Room on East Fifty-Second Street, he brought with him all of his knowledge of fine food and his staff, who always seem to be as amiable as they are well trained.

And now the old Moriarity atmosphere is coming back into its own. Instead of going home for dinner, people call for backgammon-boards and settle down for the evening. Roger Stearns plays gently at the piano. Moriarity himself is always on hand. The food never lets you down. We, personally, are happy as soon as they put that plate of paper-thin black-bread-and-butter before our place.

The Barberry Room is open Sundays from four p.m. on—a good thing to remember.

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CONNECTICUT

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NEW YORK STATE

CRAGSMOOR INN, 27 miles west of Newburgh off route 52. Famous through the years for the excellence of its meals. Homemade breads and pastry. Fresh vegetables. Choice meats. Fine wines. Dinner $1.50.

Shop Hound detective

Pink or blue? Once upon a time there was a despairing young mother who loved her dear baby, but dreaded giving him his bottle. She mourned about it—something like this. "The milk gets cold before he drinks it all, and the bottle is sometimes damp on the outside, because I give it to him the moment it's the right temperature, and I don't always have time to wipe it off. Furthermore if I hold it in a cloth, it slides around. And what a bother, though he is sweet and looks just like a president." Down in the town of Marion, Va., the Killinger Company decided to set things right, and have perfected a terry-cloth bottle-cover which is elasticized so that it fits over any sized bottle, and insulates and decorates it. A box of four, pink or blue, costs $1. Ask for Baby-Jacs.

Fur facts: There are a lot of happy facts to be garnered at the new budget fur shop at Jaeckel's, 10 East Fifty-Seventh Street. This second-floor heaven is not merely a débutante shop, for there will be sizes and styles for older women, as well—in fact, literally hundreds of styles and many sizes from which to choose. Prices for full-length fur coats will begin under a hundred dollars, go up to about $500. One of the larger classifications will be of the mink-dyed muskrat; the average price of these being about $175. The department, presided over by Mr. Murray Jaeckel, will have nice fur accessories, too—hats, muffs, tippets, and the like. It's just opened.

Beauty notes: Something really new to us is the Peggy Sage Pedikit, a compact little slide-fastened case which holds all the requisites for beautifying your feet. Aside from the famous Sage polish, emery-boards, polish remover, et cetera, there's a particularly soothing, summery, mentholated cream for massage and general promotions of well-being. In a blue or pink case, it's $2.50 at the salon, 50 East Fifty-Seventh Street...Bendel has an excellent little gold-filled lipstick pencil in any of the Bendel lipstick colours. The pencil fits on the back of a small red leather case, which bears a magnifying-mirror on the other side. $3.50 is the price; $2.50 *sans* case.

Experimental notes: Gazing upon the famous bear-shaped bottle that the Smirnoff Kummel comes in, our very first thought was of regret, for it was empty. Then we began to devise ways for using the decorative empty bottle around the house. We first thought of sticking it with decalcomania butterflies and using it for a candle-holder, in a young girl's room. Very gay, and decorative. Perhaps our favourite thought on the subject was to decorate the thing to the hilt with decalcomania roses, ribbons, gold stars, red hearts, and other gaiety, and use it as a really tempting medicine-bottle for children. How *much* more appealing to see this gay, fantastic bear bringing in the cod liver oil or tonic than all the regular old "Take after every meal" container. (Are we or aren't we a psychologist?) Or you might have the old fellow rigged up as a lamp, for a country bar, or fill him with sand, and use him as a door-stop. He comes in either black or white.

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INCORPORATING VANITY FAIR

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For your autumn reflection—this Lilly Daché felt pill-box, worn atop a red silk jersey head-scarf the Peruvians call a *chullo*. It makes your face the focus. Ransohoffs. The jewels are from Trabert and Hoeffer-Mauboussin. The lipstick is Tangee's new "Red Red"

Once in a long while there flashes on the horizon a fur coat of such beauty, such classic good taste, such spontaneous appeal, that to see it is to love it, to want it, to buy it. *Jack Zimmerman,* one of America's most brilliant fur designers, achieves such a coat in U. S. Government ALASKA SEALSKIN, fur of unique beauty. Choose it in the subtle new "MATARA" brown, or the rich and glowing "SAFARI" brown . . . either one a basic color for many costumes.

Vogue's-eye View of the Fashion Forecast

HORST

OSTRICH WIG-HAT FROM JAY-THORPE

THERE'S every indication that many hats will impersonate wigs or widow's peaks or coiffures—the ostrich one above mimics a pompadour. That elastics may become archaic—so firmly do hats cling to heads. That bonnets will go on baring the brow. That some hats veer to the substantial Queen Mary type. That some follow the wide-brimmed Cavalier school. That suède hats and fur hats and red hats are incoming by droves—and here and there a flaming orange one!

There's every indication that skirts are going straight. That day-dresses pretend to be sawed-in-half. That there'll be an epidemic of "winter blues." That tweeds often like to be in the purple. That shoes are profiting by a new "free-soling" device which enables the uppers to be almost miraculously free from the soles.

There's every indication that the pneumatic, chunky look of fur coats is subsiding. That many coats lean to T-square architecture and 32-inch length—mindful, you see, of straight skirts. That collars are generally minute, pockets commodious, shoulders knife-edged. That the quaint old custom of wearing fur coats on shoulders may disappear in the face of the wonderful fur great-coats made to go over suits. For more substantiation of these indications...turn the pages.

THREE HATS FROM HENRI BENDEL

Red heads for autumn

"Bright in the head"

From wigs to wide brims ... autumn hats are colour-conscious

ON THE WAY IN—CRANIAL BRILLIANCE. Your new hat may encase your head like a wig, or it may angle off so extravagantly that you'll need a taxi all to yourself. But one thing that you can count on is that you're going to be "bright in the head." Orange, scarlet, crimson, green, yellow will crackle like bon mots on the seat of your wit. Nothing can so enliven your first black or brown dress as a scarlet hat; no colour is merrier with a green dress than a crimson hat...have no hesitancy in trying flaming orange, green, yellow.

On the more reticent side are pastel pinks or blues—not insipid, but lively pastels—enchanting now with your dark dresses and later with your furs. Still more subtle—hats in beige or in a new potato-peel brown, banded in navy-blue. Psychologically, these bright hats are like a lovely smile, you can't see it yourself, but you feel its effect in the eye of the beholder.

ON THE WAY IN—POMPADOUR HATS. Perhaps you've already noticed the increasing number of brows that look somehow serener, prettier under their roll pompadours. For some time now we've been reporting them—and the hats they've promulgated. Autumn promises to see multitudes of them...tiny bonnets (page 31), berets, prow-like caps sitting plumb in the middle of your head, hedged all around with the banks of your hair. And because pompadours (like all coiffures) look prettier when neat—pompadour veils have drifted into existence, dim bits of veiling that trail protectively across brows.

ON THE WANE—ELASTICS. Many hats will no longer depend on that slender, stretchable life-line for existence. This autumn, headgear frequently clings snugly to your skull, barely relinquishing its hold at your nape. Almost down to the ears, almost down to the hair-line in back go many of the new ones. No need to worry now if you nod your head vehemently.

ON THE WAY IN—WIG HATS. These are not to be confused with the judicial headgear of English barristers, nor yet with the feathered helmets that descended morosely to the bridge of our nineteen-twenty-six noses. But for afternoon or evening, you'll sheath your head in a hat that looks like a coiffure. There's an ostrich hat (page 25) that looks like a faultlessly arranged pompadour of silvery hair, which has been blued. There are others of coq feathers and pigeon feathers—some descend in a point to mimic a widow's peak on your forehead.

ON THE WAY IN—SUBSTANTIAL HATS. Hats that are hats, and not just flimsy excuses. Some have the distinguished demeanour of Queen Mary's hats—a stateliness such as has the satin-and-antelope turban on page 28. Others are those wonderful casual hats that made Rose Descat famous—tangible crowns that cover your head deeply, brims that swoop to unself-conscious flattery. Beloved of the romantics will be the cavalier hats, big and breath-taking, sweeping up from face or profile and usually dipping, like d'Artagnan's, in back. Many are of felt, many of suède, many of that bushy hatter's plush.

ON THE WAY IN—SOON—FUR HATS. It's a little premature to think of wearing one now, but keep them in mind—there'll be flurries of them as soon as you can take your mind off the heat.

OPPOSITE—RED HEADS

All the flame shades—orange and scarlet and crimson and ruby-red—are kindling the imagination of the hat world—to wit: these three illuminating examples for autumn

- Orange—flaring up newly—enlivens a minute felt beret that sits in the centre of your head, hedged round by the waved roll of your pompadour
- Scarlet-red brightens the stiff felt sailor with a brim bordered with felt ruching and a green grosgrain band.
- Ruby-red is the high-crowned felt sailor with a mist of green veil and green grosgrain tabs at one side.
- All three hats are from Henri Bendel

Hats stay on

THE CASQUE HAT. Like a mediæval knight's visored helmet—this autumn variation of the off-face hat. Green felt with a border of black grosgrain dipping down to the nape. Black tulle visor. Lilly Daché; Ransohoffs

THE QUEEN MARY HAT. Definitely on the side of elegance, to be worn with dignity—this new shape. Lacquer-red satin, black antelope, curving to a widow's peak. John-Frederics. Huge stole of silver foxes from Gunther

HORST

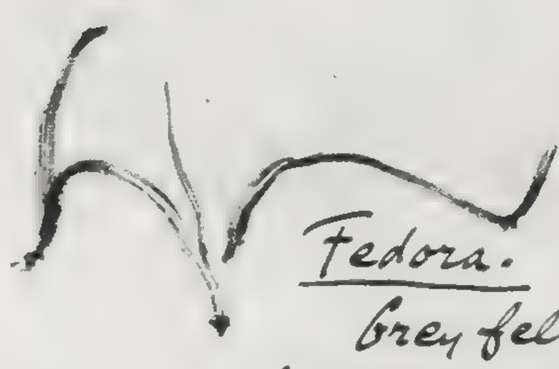
Down in back

THE CAVALIER HAT. One of the new deep-in-back hats that defy sudden gusts. Tomato-red velour felt, gilt-buttoned into tricorn shape, dipping low in the back. Bergdorf Goodman. All jewellery from Tiffany and Company

Autumn

Beret
Black antelope.
Planted squarely
on back of head. About $16.
Lord and Taylor; I. Magnin

Flaring brim.
Brown felt.
Cups head snugly
without benefit of elastic.
About $16.
Lord and Taylor; I. Magnin



Fedora.
Grey felt, crimson band.
Located directly over brow.
About $11. Best; I. Magnin

Face Values

Off-face Breton.
Blue felt, red grosgrain.
Hugs head so firmly
no elastic needed.
$16.75. Saks-Fifth Avenue

Pompadour hat.
Cocoa-brown felt.
Pulls snugly down
over ears – almost.
$10.50. Saks-Fifth Avenue

Fur bonnet.
Silver fox and antelope
Ties under chin or in back.
$20. Bonwit Teller; I. Magnin

Navy-blue for autumn: in a velveteen suit, with a quilted jacket, a flaring skirt; in a velvet hat, with birds in flight over your forehead. Immense silver fox muff. All; Saks-Fifth Avenue. Jewels, both pages; Black, Starr and Frost-Gorham

Blue returns....

HORST

Black remains

The two-piece look: in a black rayon crêpe dress, fastened with gold rings, like the ones you catch on merry-go-rounds. Descat's black felt pill-box. Both from Milgrim; I. Magnin. Shell-encrusted urns, on both pages, from James Pendleton

HORST

Vera Zorina

in Valentina's new shop

In front of the mirror—the beautiful ballerina Vera Zorina in a white façonné crêpe origination of Valentina's. Reflected in the mirror—Madame Valentina herself in a black crêpe origination of her own. Both are photographed here in the spacious white shop to which Valentina recently moved

Mrs. John C. Wilson

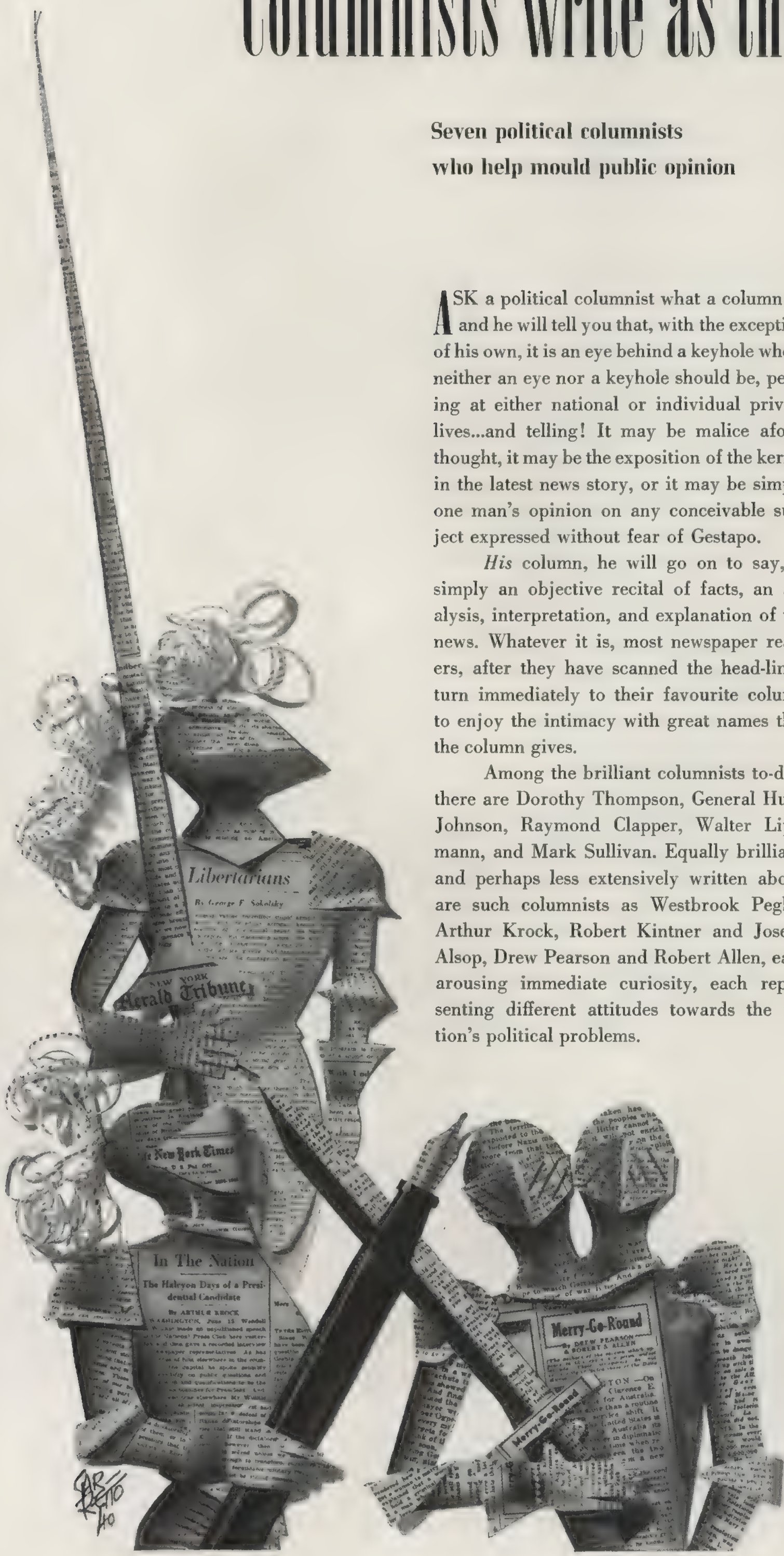
in Karinska's new shop

Balletomanes the world over know Karinska as the imaginative designer of ballet costumes. Now she has opened a new shop in New York—in collaboration with the Baron de Gunzburg and with Mrs. John Wilson—who is wearing here one of Karinska's black crêpe-and-satin dinner-dresses

Columnists write as they please

Seven political columnists who help mould public opinion

By JAN SPIESS



ASK a political columnist what a column is, and he will tell you that, with the exception of his own, it is an eye behind a keyhole where neither an eye nor a keyhole should be, peering at either national or individual private lives...and telling! It may be malice aforethought, it may be the exposition of the kernel in the latest news story, or it may be simply one man's opinion on any conceivable subject expressed without fear of Gestapo.

His column, he will go on to say, is simply an objective recital of facts, an analysis, interpretation, and explanation of the news. Whatever it is, most newspaper readers, after they have scanned the head-lines, turn immediately to their favourite column to enjoy the intimacy with great names that the column gives.

Among the brilliant columnists to-day, there are Dorothy Thompson, General Hugh Johnson, Raymond Clapper, Walter Lippmann, and Mark Sullivan. Equally brilliant, and perhaps less extensively written about, are such columnists as Westbrook Pegler, Arthur Krock, Robert Kintner and Joseph Alsop, Drew Pearson and Robert Allen, each arousing immediate curiosity, each representing different attitudes towards the nation's political problems.

Perhaps the most fearless is Westbrook Pegler, a Robin Hood columnist, with a fountain-pen loaded with vitriol, an *enfant terrible* of the newspaper world. His daring is matched by his forthrightness, his honesty unquestioned even by his bitterest enemies. At present, Pegler appears in the *New York World-Telegram* and is syndicated in about one hundred and thirteen other newspapers. Pegler's uncompromising honesty makes him the great foe of racketeering in labour unions.

IN November 1937, he said, "The C.I.O. seems to have two sets of principles, one for the record and another for practical, everyday domination of the rank and file by fear." He rolled up his sleeves and went to work to prove what he said. It was a bigger story than even he thought it would be; he went with hurricane force through the C.I.O. and the A.F. of L., and uprooted with lightning thrusts the deepest rooted of the racketeering evils. Browne and Bioff of the International Alliance of Theatrical Stage Employees, and Scalise of the International Building Service Employees Union have felt the blast of his righteous anger.

Although he makes no campaign of it, he has been known to write, on days when he is letting the labour racketeers rest, "There is altogether too much education in the United States." He claims to be naïve about European politics; in fact, he likes to say often and wistfully, "I may be naïve." But he has only been naïve by understatement, which is a rare thing for him. He has fought Hitler and Mussolini bitterly, but in 1938 he made what seems a mild prediction, in view of events as they have occurred, when he wrote, "If Hitler gets away with Czechoslovakia, he will push on, demanding, seizing more and more in a drive to the east that will eventually embarrass or endanger the British Empire."

Occasionally, in European politics, he has seemed rather petty, as in the column he devoted to blasting the Cliveden set. It was Pegler, however, who, as far back as

1937, pointed a finger at possible Fifth Column activities when he wrote, "Fascists and Nazis, taught by their experience with Communists, obtain American citizenship with their fingers crossed and with hatred of American principles in their hearts."

Pegler's fearlessness presupposes to the reader of his column a hard man, when in actuality Pegler is as sensitively aware of the sentimentalities of life—daily life, family life—as Robert Frost, or the man who originated Mother's Day. He seems to have no passionate political convictions; in fact, he feels a dreadful inertia at the convulsive intricacies of party politics. But he does not spare individual political figures. He is a past master at Harold Ickes-baiting, even going so far once as to call him "the Joe Goebbels of the New Deal."

He knows and believes in the power of the written word with an intensity that keeps him at his typewriter, testing every word he writes until it rings true in every syllable. At home he is a casual host, a devoted family man, a good friend and neighbour. But even there, his sense of fair play key-notes each small incident. When his dogs attacked a woodchuck and didn't kill it, he insisted on his gardener locking up the dogs until the animal got back to its burrow. "The varmint will destroy the garden," the gardener protested. "But he put up such a swell fight, he's got to have his chance," Pegler told the gardener.

ONCE Floyd Gibbons asked him what his objective was. He said, "I want to be a newspaperman, just a newspaperman, not a specialist." He began as a cub reporter in Chicago; he went to London in 1916; he became a sports writer when the United Press was reorganized in 1919, and in 1925 went to work for the *Chicago Tribune*. Sports writing he describes as the best job that ever existed, for, besides a fine salary, there is Florida in the winter, Saratoga in the summer, and Europe with champions. He was, he says, "treated with loving kindness at all times."

Pegler has a devastating, machine-gun wit, a vigorous masculine style. He likes smacking down bullies, defending the oppressed and fearful. His favourite word is "nut," a word he uses to describe all people who disagree with him. It is an innocuous enough word to be printable anywhere; it is an irritating enough word to make the fellow branded with it fighting mad, and Pegler likes to make the other fellow mad.

IN direct contrast to Mr. Pegler's cannon-ball column is the suave rapier column of Mr. Arthur Krock. "In the Nation" appears four times a week in *The New York Times* and is as powerful and influential as any column in the country. Mr. Krock's influence, however, on the *Times* is much greater than even the thrust of his column, for he is the chief of the *Times'* Washington Bureau (which is a small newspaper in itself) and with the publisher, editor, and managing editor dictates the policy of the paper. This interlocking between the columnist and his paper creates a similarity between the two, so that when one looks at the *Times*, one is looking at Mr. Krock, and vice versa.

From the days when Mr. Ochs opposed Bryan's free silver platform to the present, when Krock, with the same stern precision, has opposed the New Deal often and vigorously, the policy of the *Times* has never been entirely dictated by a political party, even the party whose banner the *Times* has most consistently flown. It was Krock who reported the devastating statement supposedly emanating from Harry Hopkins, that "we will spend and spend and spend and elect and elect and elect." Damon Runyon credits Krock with being the first columnist to point out the "availability" of Wendell Willkie, and says that Krock "thought up" that dark horse.

Mr. Krock is an ardent advocate of compulsory military service and views the war industry board with the most benign approval. He credited the administration with wisdom in their choice of members for this board, because, in a year when ordinarily every move would be dictated by political concern, they were impartial, and practical.

Mr. Krock is not genial, but neither is he brusque; he will answer any question put to him, but by the farthest reaches of the imagination he could not be called loquacious. Liked by most of his colleagues, his value to the *Times* is immeasurable. He has pipelines into all of Washington. Disliking the thought that he gives editorial opinions, he likes to have it understood that his column publishes news that has not been previously known. Actually, he can not resist an editorial opinion when he feels the expression of it clarifies or creates a policy for the *Times*. One comes from his column feeling that first he is a *Times* man, and next he is a columnist.

THERE are several famous columnist teams, but perhaps the outstanding ones are Alsop and Kintner who do "The Capitol Parade" and Pearson and Allen who do the "Washington Merry-Go-Round." The "Merry-Go-Round" appears daily in the *Mirror* and is syndicated in 687 daily papers, Sundays in 103 papers, and weekly in 231 papers.

Dynamic, high-pressure, Drew Pearson is an enthusiastic reporter with his fingers in every pie from politics to gang-busting. He is a prodigious worker with a magnificent brow, warm, amused blue eyes, and dislikes so definite that they might be called prejudices. He is more often than not a New Deal advocate, with the friendship of Pater and Mater Roosevelt ever at his elbow. "Washington Merry-Go-Round" almost never has a kind word for either Miss Frances Perkins or Cordell Hull. It cries loudly over the defects in shipbuilding and dug up the undercover rôle of (Continued on page 75)

People are Talking about...

.... The emotional earthquake that has blown up clotted ideas in which we were all so comfortably niched for so many years.... The passing of familiar bulwarks and innumerable small securities.... The rushing and reassuring force of unity in American minds and spirits.

But through it all, people talk not only about the war, but about books, and jokes, and fashions, about the movies and the theatre, the diversions that sometimes divert....

People are talking about... Politics

Wendell L. Willkie and the rush of young blood in politics which helped in his nomination. The passionate belief that he, typically American, is a man of world importance.... The aftermath of the Democratic convention.... Plattsburg and the summer training camps, echoing 1916 when other young men took a month off to work at learning how to be soldiers.... Famine in Europe.... And the shame of seeing food wasted on the dinner-tables of America....

The confused state of Mexican politics and its influence on us.... The comparatively small number of planes that we have in the United States.... The number of young men and young women who suddenly are learning to fly.... The German planes in Colombia, and the Nazi penetration in Uruguay, and our warships off Montevideo.... The creeping, uncomfortable feeling—so new to Americans—of being islanders in a smaller, more demanding world....

The enormous refugee problem, the horrors of the mass migrations, the bitterness of adjustments, the great blocks of families askew in strangeness.... The boatloads of bewildered children from Europe, coming here for homes and quiet; they will be taken care of by the United States Committee for the Care of European Children, headed by Mrs. Franklin D. Roosevelt.... The beautiful old political clichés that even the youngest wheel-horses sling around, to catch, as they have always caught, the politically innocent....

People are talking about... Diversions

The new taupe-beige papoose of a seal in the Central Park Zoo.... Summer radio programs: "Fun in Print" with Sigmund Spaeth and the Literary Guild, "Uncle Jim's Question Bee," the "Ford Summer Hour," and Meredith Willson's "Musical Review".... *The Heart Is a Lonely Hunter*, the new heart-tearing book by twenty-two-year-old Carson McCullers....

Carol Bruce, the pretty young singer, full of a happy, healthy *zing*, who sings in "Louisiana Purchase." Desired by three movie companies who are having one of those involved bidding contests, Miss Bruce is going along in the delirium of her first success.... Féfé's second night-club venture, Café Pierre, new and vivid night-spot of the town.... The first full-length movie, "The Ramparts We Watch," put out by the March of Time men. They have put together a stirring story of an American community, showing not only how Americans faced the last war, but how we are facing the dilemmas of these crisscrossed times....

The superb relaxation of the American-edition Maigret detective stories, written by Georges Simenon, who is famed in France for his *Sûreté* lore.... The whipping melody of the newest popular song, "The Breeze and I".... Walter Millis' book, *Why Europe Fights*, a calm discussion which helps to clarify the fundamentals.... The new Al Jolson musical comedy, "Hold on to Your Hats," a fanciful to-do about Lone Ranger heroes.... "The Dictator," of course, Charles Chaplin's furiously publicized new movie.... The new, tiny hand radios....

People are talking about... People

Lindbergh.... Roosevelt.... The flight of royalty.... Koussevitzky and the Berkshire Music Festival and the great plans for doing the Bach B Minor Mass with the country's greatest orchestra, the Boston Philharmonic.... President Vargas and the whole Brazilian situation.... Gertrude Stein, who has written a love-letter to a city in her latest book, *Paris France*....

Earl Robinson, who composed "Ballad to Americans" to the lyrics of John Latouche when they were both working for the WPA show, "Sing for Your Supper".... Franklin Hughes, the decorator, who has a lovely facility with lights. By putting red geraniums, white daisies, and dark blue petunias in a bath of pale green light, he has given Pierre's Fifth Avenue window-boxes a glassy beauty by night. (It's a bit like a Dali painting, and makes the taxi-drivers a trifle uneasy.)...

The beauty of the English refugee children.... The know-it-all radio commentators from Elmer Davis to Swing, who usually start their comments with "Although we can not say for sure."... Charles Boyer and Bette Davis in "All This, and Heaven Too," which is now abbreviated to ATAHT.... The Golden Terror, a terrific wrestler, who arrives in the ring with a flowing golden cape.... Marshal Pétain.... Diego Rivera, who has suddenly become so estranged from the Communists that he is practically a blooming Rightist.... The young aviators of the Royal Air Force.... Mrs. Willkie and her prettiness.... Mrs. Roosevelt and her political incursions.... Hans Zinsser and his book, *As I Remember Him*, a twisting, detouring autobiography, full of a careless erudition.

CONDÉ NAST ENGRAVING

FROM THE HORACE HAVEMEYER COLLECTION

"Chemin de Fer"

By Edouard Manet—Shown at the World's Fair

This portrait of Victorine Meurand, the most famous of Manet's models—who posed also for his memorable and sensational "Olympia" in the Louvre—assumes, in these tragical days, a special significance.

Painted in 1873, the year of the first exhibition of Degas, Renoir, Monet, Cézanne, Manet and the other Impressionists, it marks the very beginning of the Modern Movement in French painting, a manifestation which is now, alas, drawing to an untimely close since, even of the later Post-Impressionists, only eight masters now survive.

It is sad to realize that, in France to-day, as in the rest of Europe, Art itself has become a refugee, a homeless wanderer on the face of the earth.

First: Purple—important autumn shade—in the plaid of a wool coat, straight-fronted, bias-backed. $65. Swooping felt hat. Jay-Thorpe. Second: Plum-purple for an Irish wool coat over a rose wool dress. Coat and dress; $165. Felt hat. Saks-Fifth Avenue, New York, Chicago

Purple and

fine woollens

First: Grape-purple plaid Scotch tweed for a new drawstring coat; raglan shoulders. $75. Felt hat. Lord and Taylor; Marshall Field. Second: Synthetic purple—the optical effect of close-woven red and blue tweed. $59.95. Felt hat. Both from Best; L. S. Ayres

HORST

Sealskin and sequins

A 1940 edition of the jacket every girl wanted in 1880. Alaska sealskin, but now in Matara-brown, now sequinned. Revillon. Velvet and net turban topping a pompadour; John-Frederics. Beige wool dinner-dress; Falkenstein. Tourmalines; Olga Tritt

WHAT'S NEW IN FURS?

Ten clues to the 1940 fur hunt

Any new faces in the fur family?

The zoologists record no new breeds of fur, but several faces that have been strangers too long are again in our midst. Out of hibernation comes summer ermine in the deep beige coat he wears before the cold, hard winter turns his hair white. Back in circulation is beige stone marten....there's an emphatic urge for furs with a beige complexion. Becoming more familiar is that Matara-brown member of the Alaska Sealskin family. And Hudson seal seems to have located some fountain of youth—never has it looked younger.

JAECKEL BUDGET SHOP

Have narrower skirts influenced furs?

Unmistakably. Last season, above your whirly-twirly skirts, you liked a bushy, chubby jacket. This season, above your new pencil-slim skirts, you'll want a longer jacket—one of the happiest dimensions is the 32-inch length. You see what we mean, in Hudson seal, at the right. It may be T-square, boxy, or flared, but always it is pliant and supple. The pneumatic Eskimo propensity in furs is subsiding. Furs may be long-haired or short, but all that wild bulk has been tamed. Lissom is the way to look, not lumbering.

What is the new fur "overcoat"?

Visualize your husband's overcoat or your own polo coat translated into fur, and you grasp the idea of these new fur "overcoats." You who wear suits all winter will rejoice. Without a struggle, these new coats glide over suits—armholes so ample they couldn't protest. That chilly procedure of slinging coats over shoulders will probably now vanish. On page 45, you see one of these new overcoats in sheared beaver—full-length, raglan-shouldered, engulfing bulklessly a suit. In the next issue of Vogue will be another—a wonderful polo coat of sheared beaver with a half-belt in back.

MARSHALL FIELD • FRANKLIN SIMON

Searching for a 24-hour fur coat?

Longing for a coat that will take you any place at any time? Nothing is more obliging than mink. Have it this year, perhaps, in the new 32-inch length, and it will go amiably over anything, from slacks to lamé. Two other new ways to have it made are shown right: One has a draw-string belt to nip in the waist. The other wraps around and has those new turn-back cuffs. You can turn them back as far as you like—roll them 'way up to the elbow at night if you wear long gloves.

Two other furs that will reward you royally—any time, any place—are sable and fisher. At home everywhere, too, are lynx and summer ermine—that summer ermine jacket shown left can lead three lives: town, country, and evening. For the two-fold life of afternoon and evening consider stone marten or baum-marten or any of the foxes. There's a Fromm silver fox jacket at the far left. And this winter, many little Persian lamb, caracal, or seal jackets will be seen not only with day clothes, but with dark or pastel wool dinner-dresses.

OPPENHEIM COLLINS • GUNTHER

What's new in furs?- continued

MARSHALL FIELD

Seeking something different?

Introduce yourself to one of the new "fur suits." A fur jacket teamed with a fur-trimmed wool skirt. There's a notable example at the left—a brief Persian lamb lumber-jacket, softly bloused, Conmar-fastened, that accompanies a skirt banded in Persian lamb. Have a Russian blouse of summer ermine, cinched at the waist with a fur sash, worn with a beige wool skirt—you see it on page 65.

Consider a little shawl of ermine for evening. An eye-turning stole of fox (page 47) to wear afternoon or evening. An Alaska Sealskin jacket for dinner, its yoke winking with sequins. There's one on page 42. Put a little drama into your Persian lamb or nutria day coat by adding a leopard scarf and muff.

FRANKLIN SIMON

Need a coat for town and country?

If the object of your search is a hardy coat that can shuttle between town and country, think about sheared beaver or nutria or Matara-brown sealskin—there's one at the right of sealskin with a new fly-front closing. Contemplate leopard or ocelot—an exciting cape of leopard, lined with red wool. Or the flaring coat of ocelot in the lower right corner. Have a hood, if you like, to cuddle your ears—there's one on the nutria "night-shirt" coat shown first in the lower right corner.

Want a coat for town only?

In pursuit of a sleek, urbane, sophisticated coat? Have one of satiny caracal, broadtail, Persian lamb, galiak. Last year, these flat furs were handled as smoothly as wool coats. This year, they're as sleek as dresses. And every device known to a dressmaker is enlisted in their behalf: pleats, shirring, tucks, yokes, sashes—even draw-string necks and waists. Observe the two coats at the left. The first is of broadtail with a bloused sleeve and flaring skirt. The second of Hammer Persian Lamb with a draw-string belt.

SAKS-FIFTH AVENUE • ARNOLD CONSTABLE

What colour—beige, brown, or black?

All three are top-flight. The belle of the year is the fur of beige complexion. We've sung its virtues earlier. Brown furs have captured every one's imagination. And black furs join a new youth movement.

What details make all the difference?

See that your shoulders are strong and without fuss—preferably knife-edge as on a man's suit. Collars are apt to be inconspicuous—small and neat. Here and there is a tuxedo front or halter neck-line. Pockets are profuse—commodious patch ones or convenient side-slit ones. Sleeves are easy—sometimes bell, sometimes bloused, sometimes balloon. Here and there—a tight cuff-band or turn-back cuff. Everywhere are yokes, shirring, pleats, and soft, bloused effects.

ALTMAN • BONWIT TELLER

You don't want to pay much?

There are several furs that will warm you, not break you, serve you handsomely. One that is making a hit with the college crowd is native American opossum in a fine, silvery yellow shade. Racoon is now let out like mink so that its bulk is tamed—see it in the centre of the group right. Consider kidskin in a taffy-beige shade. Or guanaco, which this year is dyed to look like lynx. Or mouton, young and as inexpensive as cloth. Or skunk blended to resemble marten. Or muskrat, which is turning up in as many guises as a prima donna.

LUIS LEMUS

Beaver overcoat

Here you have two views of that newcomer—an overcoat of sheared beaver—engulfing, bulklessly, a suit. It's done by low armholes; raglan sleeves. Suit of Stroock's taupe-brown wool; Conmar closing. Bergdorf Goodman

SUMMER ERMINE...returning because of the urge for beige furs, because of its double-life propensities. In town or country goes this one. Pink-and-brown hat. All; Jaeckel

Three furs with a

double life

STONE MARTEN...another fine beige fur, another double-life fur. Night and day, you'll wear this—its revers roll into pockets. Coat from Gunther. Felt hat; Lilly Daché

SILVER FOX...in a stole—and stoles, too, can lead two lives. Afternoon and evening you'll wear this silver fox stole, from Gunther. It's worn here at the Café Pierre

TONI FRISSELL

"Elizabeth"—Lady Russell

who wrote "Mr. Skeffington"

Forty years ago, Lady Russell wrote her first best seller, "Elizabeth and Her German Garden." Now seventy-two years old, she lives in South Carolina, where she wrote her latest success, "Mr. Skeffington," the sly and witty study of a wife who practised charm for fifty years

Fifty...Future or Finis ?

Here is a test to measure your charm and predict which way your life is heading

ON your fiftieth birthday is your charm slipping or holding its own? Here is a game that will help you to test yourself. Check a, b, or c in each group and turn to page 75 for your rating.

1. Do you live
   a. Entrenched in the past?
   b. Feeling that life is all too short?
   c. Much too much alone?

2. Do you answer, if asked for *frankness*
   a. With the bitter truth?
   b. With something nice by innuendo?
   c. With a flattering, but untrue answer?

3. Do you eat
   a. Properly for your age, weight, and work?
   b. Too much when some one else pays for it?
   c. Too much, and decide to diet after dinner?

4. Do you do your lips
   a. In the cupid's bow of your girlhood?
   b. Not at all?
   c. With a reasonable amount of lipstick?

5. Do you speak
   a. In a loud, harsh tone?
   b. With a modulated voice?
   c. With a dig in most of your phrases?

6. Do you buy clothes
   a. That are feminine, but your age?
   b. That are just anything?
   c. Because the sales-girls persuaded you?

7. Do you find yourself
   a. Being on the outs with former friends?
   b. Making adjustments easily?
   c. Drinking to escape the "fears of fifty"?

8. Do you think
   a. That you are the container of all knowledge?
   b. For yourself, avoiding the cliché opinion?
   c. That your richer friends have better opinions?

9. Do you find yourself
   a. Trying to keep up with the Joneses?
   b. Believing that your way of living is the only way?
   c. Content with your worldly position?

10. Do you spend your time
    a. Complaining?
    b. With women who talk of their marital troubles?
    c. With women absorbed in community activities?

11. Do you feel
    a. That life has done you dirt?
    b. That you are really only as old as you feel?
    c. That you can handle to-day's problems?

12. Do you wear shoes
    a. That men admire, but that kill you?
    b. That look right with your feet and clothes?
    c. That are *obviously* comfortable?

13. Do you choose your friends
    a. Because you have the same interests?
    b. Because they have attractive husbands?
    c. Because you want to raise your worldly position?

14. Do you keep your hair
    a. Brushed with a clean brush?
    b. Dressed "any way as long as it is neat"?
    c. Dressed in top fashion, becoming or not?

15. Do you have a pet
    a. That you inflict on visitors?
    b. Because you like animals?
    c. Whose life is *your* whole existence?

16. Do you watch your posture
    a. Always?
    b. Only because of your girdle?
    c. Only when an attractive man is around?

17. Do you wear stockings
    a. In smart shades, prettily sheer?
    b. With runs in them when you're at home?
    c. In dreary grey and definitely opaque?

18. Do you keep your hands
    a. With the polish half off?
    b. Attractively manicured?
    c. Constantly busy with cigarette or a drink?

19. Do you speak to your husband
    a. Politely, no matter who is around?
    b. Sharply, bossily in public?
    c. As though you were afraid of him?

Colour Accomplices

Night-Flight Blue—felt hat with high crown, upped brim, such as Mexican charros wear. At Best; Marshall Field

YOU, too, have doubtless spent hours in the hit-or-miss, run-around-with-a-sample system of accessory-matching. Music to your ears should be the name of Colour Affiliates, a forum of accessory-providers, who have worked out six new shades for the accessory gamut. We show two: Bark Brown; Night-Flight Blue.

Here's whom you have to thank: Howard Hodge for hats; Koret for bags; Delman and Palter DeLiso for shoes. Gloves are Kislav; a new make-up shade keyed to the accessory colours is the contribution of Elizabeth Arden. And Stroock has plotted woollen colours to harmonize.

Night-Flight Blue—a Koret bag of Kislav suède—super-roomy. Best; Marshall Field; I. Magnin

VOGUE STUDIOS

Bark Brown—a suède shoe with a soft, shirred front tied with a draw-string, like a blouse. Palter DeLiso design

Bark Brown—this suède-and-calf-skin shoe, strapped across the instep. Delman shoe at Bergdorf Goodman

Bark Brown beret; Best; Marshall Field. Make-up kit striped in the six new accessory colours; by Elizabeth Arden

Bark Brown for a felt hat of the new majestic Queen Mary school, shirred and manipulated. Best; Marshall Field

➡

First: Bark Brown accents on blue-green. Dress of Stroock's Racoona cloth; beret. Best; Marshall Field. Palter DeLiso shoes; Bonwit Teller.
Second: Night-Flight Blue accents on wine-red. Wool jacket-dress; Milgrim. Hat; Best; Marshall Field. Palter DeLiso bow-pumps; Bonwit Teller.
• All the Kislav gloves and the Koret bags on both pages are from Best; Marshall Field; I. Magnin

Two colours per costume

27
PRIZE

A SENSE OF PROPORTION

IF you're a firm believer in The Middle Way...if you like everything about yourself to be Good but Inconspicuous (an admirable goal in itself)...if your dream is to be like one of those heroines in novels who are Richly but Quietly Dressed...read no further. These pages, frankly, are for extremists. For you who like to wear one attention-getting, must-be-noticed jewel, or no jewellery at all. For you who like no half-measures; who belong to the school of thought known as All or Nothing.

If you do, look at that collection of accessories on the opposite page (painted, life-size, by Milena). Their whole claim to fame is their extraordinary size—for some extraordinarily great, for others incredibly small. The compact is as big as an ordinary evening bag; the lipstick as big as a pocket flash-light; the perfume flacons so tiny you could wear them on a bracelet. They're an object-lesson in the fact that chic may be less a matter of *what,* than of how much—or how little. They're an example of what we mean by saying that style, more often than not, is simply a matter of proportion; that usual things can be made unusual, given a special fillip, by their dimensions.

If you believe that a lipstick should invariably be the standard size for a lipstick...that a compact should be exactly as big as a compact, and no bigger...you'll probably shy away from these. If not, consider them seriously. And consider, too, these things:

A tremendous handkerchief of striped cotton—bigger, even, than your beau's best handkerchief from Charvet (27-inches square to be exact, $1.50 at Saks-Fifth Avenue). Or a wisp of a handkerchief only six inches square, such as Bonwit harbours—also for about $1. A pygmy umbrella that folds into a 11½-inch case (at Saks'), or one of their 34-inch umbrellas that can't be ignored or forgotten. A great cabbage-rose corsage, unbelievably convincing, that Irene Hayes makes by massing six or seven roses together; or a small, tight bouquet of pink and blue cornflowers.

A *maillot* brief as decency permits—or one of those "moonlight" bathing-suits with a long, full skirt that almost sweeps the sand. A dress printed all over with the tiniest possible figures; or a Bianchini print with a single, huge, splashing spray of flowers on one side. Gloves so short they make no pretence of covering your wrist-bones; or long, loose, ones that wrinkle like cream under three-quarter-length sleeves. Best has the new Kislav one-buttons at $4.50; and ten-button Llamello beauties for $7. An absurdly small, flower-laden bonnet; or a vast cart-wheel of a hat like Lilly Daché's twenty-two inches affair.

Have a gigantic compact like that one on the opposite page—or a compact made from a little eighteenth-century snuff-box. Carry a cigarette-case so huge it holds fifty; or a discreet, curiously elegant Edwardian case that holds, at most, three cigarettes.... But you see the idea. It isn't that we advocate extremism in everything—Heaven forbid. It's just that we believe that, sometimes, extremism is only another name for a sense of proportion.

Large as Life

Accessories painted to scale that have "inched" their way to fame

Here are accessories which, like Alice, must have sampled various delicacies which played tricks with dimension. Five-inches tall—Prince Matchabelli's lipstick, the new "Red Flower." Lord and Taylor. Volupté's huge compact is a half-acre of sky-blue enamel. Equally large-scale, the amethystine ring. Both are from Saks-Fifth Avenue.

Infinitesimal are the scent-containers from Petit Musée. Tiny as a toy—but it really works—is the baby English razor. It is from Abercrombie and Fitch.

Aura of Fragrance

"TRANSPARENCE," HOUBIGANT'S NEW PERFUME

Summer is the time to experiment with perfumes— floral, or spicy, or both

SUMMER rides a crest of fragrance, of flowers and grass and little imperceptible breezes that smell warm and sunny; of summer perfumes and Colognes and scented sun-oils. In hot weather, the sweet smells that are all around you—the fragrance of cut clover, of syringa, of sun-warmed stock—all these become so insistent that you want to make them a part of your personal aura. You want summer fragrance mixed up in your hair, your gestures. This may be an urge to identify yourself with Nature, to smell as sweet as the far-from-banal rose. It may be the predatory female, aware that man is more susceptible when days are long and lazy, and the world is fragrant.

At any rate, summer is the time to vary your effects—to tan or stay white; to be a flirt or a comrade; a lily lady on a terrace or a sprawling *gamine* smoking a companionable cigarette. Summer gives you *carte blanche* as to type. But whatever your instinct tells you to be, take care to keep your perfume in character.

Consequently, summer is the time to experiment, to conjure with all sorts of fragrances...to think of new ways to draw your perfume closer, to make it as indivisible from you as your laugh. Suppose you are the true feminine paradox and want a combination perfume, half floral, half spice, like Houbigant's very new "Transparence," which we show you above. This subtle blending of flower and spice should be used subtly—around your hair-line, in your hat-band, under the point of your chin. Spray a fine mist from your atomizer, and then walk into it. Always powder over your perfume—the oils will leave shiny areas, even when sprayed on. Dip your costume jewellery (the pieces that will stand it) into your perfume. And you have a free hand with your secondary fragrance—flower or spice blends happily.

Suppose the perfume you select for your summer character is a spicy perfume, one of those warm, sweet scents like Guerlain's beloved "L'Heure Bleue." Because spice needs to be matched with spice, choose a companion Cologne, but because it's summer, and hot, choose for your bath and linen fragrance some simple herb scent like lavender.

Suppose, on the other hand, you choose a floral perfume—Ciro's "Doux Jasmin," for instance. (Incidentally, did you ever notice that heroines of romances are usually scented with jasmin?) Use a floral perfume between your fingers, at the bend of your elbows. Spray yourself *before* you dress. Spray the inside of your hand-bag, the lining of your evening wrap. Perfume, particularly floral blends, should seem to emanate from within. Then choose your Colognes, bath essence, hair fragrance either in jasmin or some other light floral odour. You never noticed any olfactory disharmony in a garden, did you? Perfume is never an extravagance. You wouldn't quibble about price if you were buying the warmth of your smile....

OPPOSITE: Not much weightier than a whiff of summer perfume is this languid dress, all of drifting turquoise rayon chiffon. See how the shirred bodice-top narrows to a tiny waist. (Actually, it has shoulder-straps—to be worn up if you're conservative, tucked in if you have a beautiful chest.) See the long-torso line, one you wouldn't be without.

Veiling the dress is a chiffon cape, turquoise with a wide swath of white in the centre. Dress and cape, $39.95; Saks-Fifth Avenue.

And consider with this aerial costume (visible come-hither), trailing a breath of invisible come-hither, the fragrance "Transparence"

PHOTOGRAPH BY HORST

Aura of Chiffon

"Walking softly like a cat"

C-A-T, *cat*

ADMIRE cats. Cats grow good figures. Cats needn't watch their waist-lines. (Imagine "One mouse or two?" "Oh, only one, my dear, I'm on a diet.") Cats are lithe, graceful, relaxed, controlled. They move as if they were made all of Lastex.

Copy cats—if you'd like a better figure and more grace at managing it; if you have neither the strength-of-mind nor inclination to go one-two, one-two, left-right, one-two. Think of *The Sword in the Stone,* where Arthur took his turn being various animals, and pretend you're incarnated as a cat. For every sleek, ad-lib move a cat makes is a result-getting exercise.

Follow your Persian around. You'll get your workout, if you keep your single-mindedness. You'll get your fun, if you keep a quirk of humour. You'll get your sleekness and grace, if you persevere. If your cat collapses bonelessly with your slipper, you collapse with the other. If she bends double to tidy up a velvet toe, bend double yourself. If she prowls under the bed, try it. If she goes after the goldfish....

Try the lazy, rib-stretching cat-exercises on page 79. Should you creak, keeping up with cats, be abashed. Should you grunt, discovering new muscles, think tut. But be glad you're limbering, earning a cat's sinuosity. And next time any one says "She's sleek," or "She's graceful," not just your cat, but you, can purr.

TONI FRISSELL

FOR A CATLIKE FLATNESS OF HIP

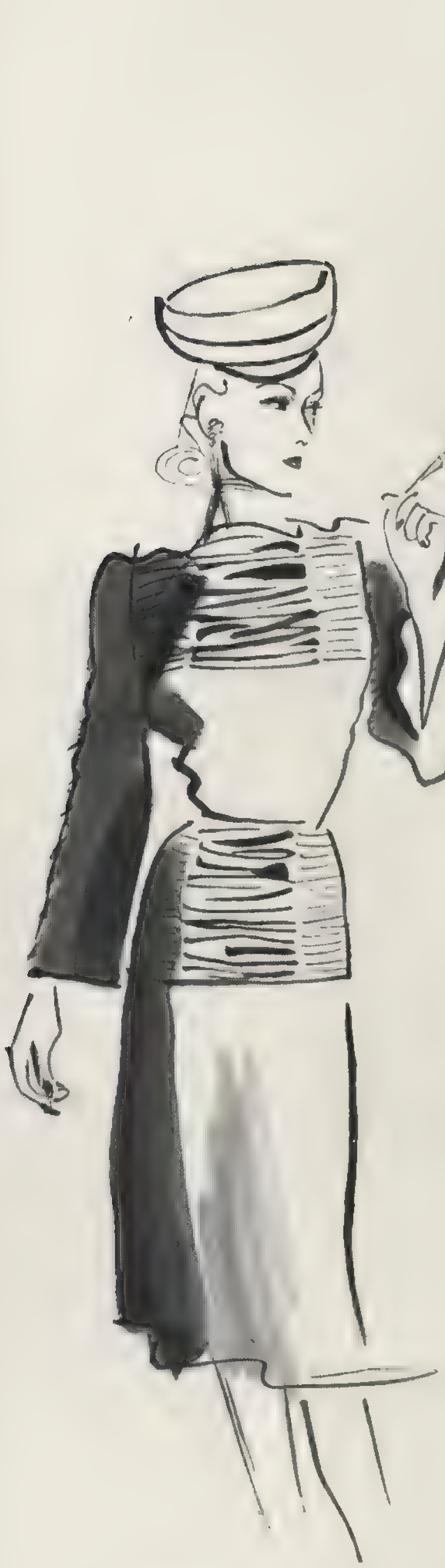
FOR A SUPPLE, RIPPLING SPINE

FOR A SILKEN-SMOOTH SILHOUETTE

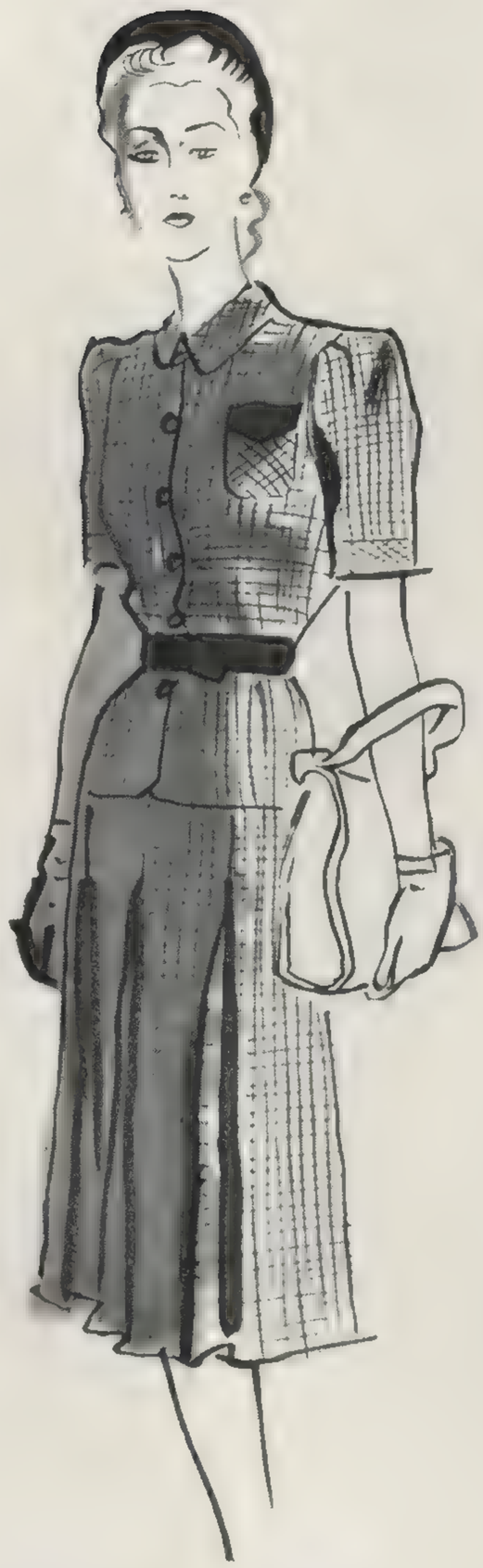
TO "LIQUIDATE" YOUR HIPS AND THIGHS

FOR A CLOSE-FITTING DIAPHRAGM

2-piece look plus drapery.
Black Grown-Tested rayon.
$39.95; Saks-Fifth Avenue



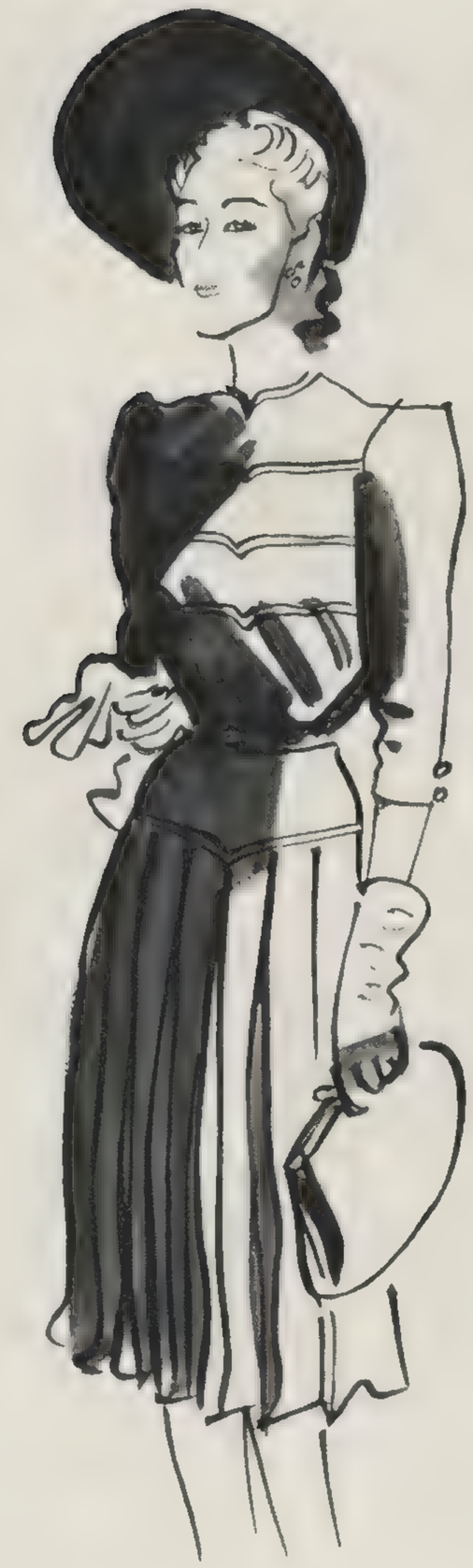
2-piece look with tucks
Long-line bodice, straight skirt.
Black Celanese rayon crêpe.
$35; Altman has it



2-piece - actually.
Cork-beige tweed costume;
long top, separate skirt.
$29.95; Bonwit Teller

grapstrom

2-piece look for dinner
Torso top, equestrienne skirt.
Black Celanese rayon; gold kid.
Kalmour dress; $29.95 at Best



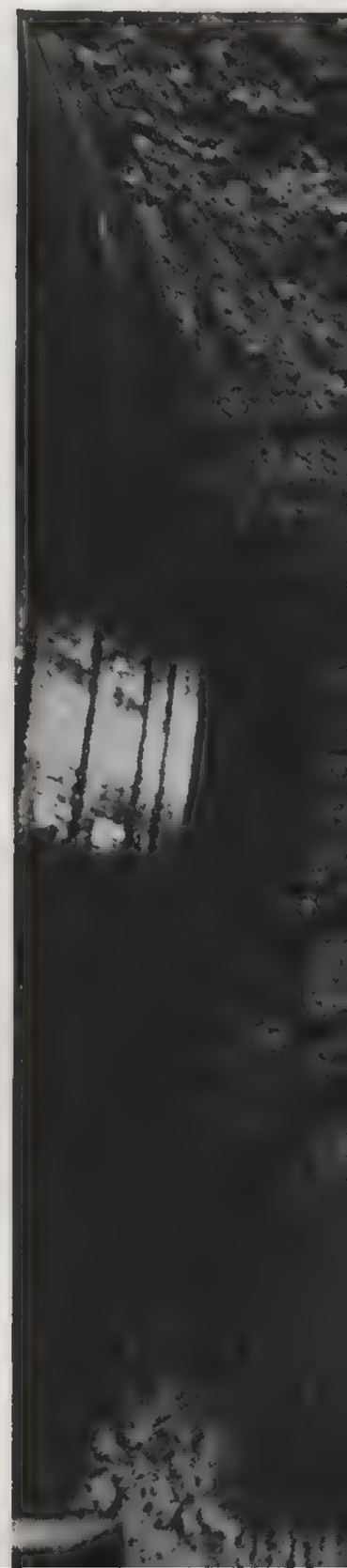
2-piece look
Saddle-stitched top;
all of black wool jersey.
$29.95; Bonwit Teller

WHITE HORSE AND TRADITIONAL FRENCH PLOW AT THE PAUL MASSON WINERY

LUIS LEMUS

THE "TASTING ROOM" AT INGLENOOK WINERY

IN THE PAUL MASSON "CAVES"



THE WINERIES... *in California*

Three of our great native wineries—French vines, French traditions—but California sun, soil, and wine

THE INGLENOOK WINERY FAÇADE

CAVES CUT FROM THE LIVE ROCK AT THE BERINGER WINERY

WINE-MAKING has always been a romantic business. It has always been full of legends and superstitions, with graceful curtsies, in ancient times, to the cooperation of the gods. The sun-burned Etruscans hung their gay tombs with painted garlands of grapes and vine-leaves; the Greeks brought grapes to Dionysos, to thank him for their malmsey—the wine that finally drowned the Duke of Clarence. In Italy and in France until this year, the ripening grapes meant festivals and dancing to come.

In California, wine-making has been going on for almost two hundred years, closely following the great traditions of France. All these photographs, which might have been taken on the slopes of the Juras, were actually taken in the beautiful Napa and Santa Clara Valleys, in Northern California. In the Napa Valley, two of the most famous vineyards are the Beringer and the Inglenook. Founded by Captain Niebaum, a rich Finnish trader, Inglenook is run to-day by the Captain's great-nephew, John Daniel, junior. In the Captain's Victorian house, he lives the busy, country-gentleman life of all vineyard owners—preoccupied with the delicate, sinewy vines, proud of his "Cabernet," a light, "easy" red wine, and, like claret, good with light meats.

Next-door to Inglenook is the Beringer winery, where they make, beside "Cabernet," a stronger, richer red wine called "Zinfandel," best with red meats and game. Beringer is also famous for its deep caves, cut from the live rock. The winery men point with pride to the black moss on the walls: "Where black moss grows, good wines work," is a tradition of the wine-making world.

On the steep, terraced mountainsides above the Santa Clara Valley are the Paul Masson vineyards, now run by Martin Ray. The road up to his charming old ranch-house, and its magnificent view of the whole valley, is so steep and so narrow that motorists telephone before they start the climb, so that the owner can stop all down traffic. An authoritative writer on wine culture, Mr. Ray collects rare French vintages as one would French editions. His champagnes, including the vineyard's pride—Paul Masson Brut 1936 Champagne—, are turned every day by a careful workman, who wears heavy glasses to protect him from exploding bottles. In the winery, where the air is cold and clear, there is an almost hospital cleanliness. Footmarks are immediately wiped from the varnished floors, a precaution against bacteria, for, like all good Californian wineries, Paul Masson uses no artificial sterilization.

And in the vineyards, just as in the golden Rhône Valley in France, plowing is done with the traditional French hillside plow, drawn by a knowing white horse.

ST. MALO ... *not France, but California*

Châteaux and cottages of Brittany, but California's flowers, sun, and sea

By BARBARA TRIPPET

ON the westward slopes of the Sierra Nevada, about a hundred miles south of Los Angeles, is the colony of St. Malo—a group of houses built in the spirit of the old French seaport town. They have the steep-pitched roofs of Brittany, the paved courtyards and hillside gardens, full of rosemary and mignonette. Every year, about thirty families come here from Pasadena and Los Angeles to spend the long, sunny, California summer.

During the week, life is simple. Every one lunches out-of-doors—at the beach or in one of the courtyards. These courtyards are important in the life at St. Malo. One of the loveliest and biggest is that at "La Tourelle," the house of Mr. and Mrs. Frank Butler. The arched gateway that opens into it is covered with flowers; climbing roses cover the walls and hang over the huge open fireplace. It is used all day—for lunch, cocktails, and tea.

But Friday night, this quiet picture changes. Bringing husbands and guests, the express from Los Angeles comes in, and the next morning the tennis-courts are full of people. In Mrs. M. Ringen Drummond's terrace garden, there is backgammon under the slanting, twisting trees. Mrs. Gordon Cronkhite and her husband, the polo-player, are often there, and Mrs. Richard Dakin walks over from her tiny house. (No cars are allowed in the colony.)

If the tide is full and the ocean rough, there is corbina- and halibut-fishing in the surf. On dark nights, there is baby-lobster fishing—on moonlight nights, a fantastic sport called grunion-hunting. Armed with clubs and buckets, the hunters stand knee-deep in the water, smacking the small, slippery, tail-spinning grunion, catching, in one record night, two hundred and twenty-five.

Cocktail parties are one of the favourite entertainments of the community, and the most famous are those given in the Provençal kitchen of Mr. and Mrs. J. W. Warren. An unusually attractive room, its rocking-chairs are covered in French toile, braided rugs cover the floor, and the walls are hung with old French copper pots.

The colony was started quite by accident. The architect, Mr. Kenyon Keith, and his wife were looking for a place to build a summer house. They found these slopes, so like the coast of Brittany, where Mrs. Keith had spent her childhood summers, and here they decided to build a Breton house. Others followed them. And now, this second St. Malo, with its grey-blue French stone and blazing California flowers, is a happy mixture of the quiet charm of the Old World and the security and peace of the new.

JOHN SWOPE

MRS. M. RINGEN DRUMMOND IN HER HILLSIDE GARDEN

MR. KENYON KEITH, THE ARCHITECT

MR. AND MRS. FRANK BUTLER, MR. AND MRS. KENYON KEITH, MR. AND MRS. THOMAS BEYRLE, MR. AND MRS. FRANK JAMES, AND MISS BARBARA TRIPPET, AT THE BUTLERS' HOUSE

THE LIVING-ROOM OF MR. AND MRS. FRANK BUTLER'S HOUSE, "LA TOURELLE"

MR. AND MRS. J. W. WARREN'S PROVENCAL KITCHEN

How long is

Moulded suit jacket—32″ long

A long, long jacket—so long it catches you half-way to the knee—over a long-waisted dress, with shirring on the skirt (what there is of it). Dress and jacket of brown wool, the jacket trimmed with brown Persian lamb. Red felt hat. All at Bergdorf Goodman

Flounced jacket—36″ long

To make this jacket even longer, a deep flounce of nutria goes swooshing around the hem, bringing the total length—astonishingly—to thirty-six inches. Of greyish-beige wool, worn over a wool dress to match. Flipped-up beige felt hat. All; Saks-Fifth Avenue

a jacket?

**Four jackets of unprecedented length—
three of them are suit jackets,
one a separate summer ermine tunic**

LUIS LEMUS

Summer ermine tunic—36″ long

Summer ermine—thirty-six inches of this newly smart fur—in a fine casual coat, good over everything from slacks to dinner-dress. Cut as simply as a peasant blouse, with a sash of the same soft, beige fur. Rust-coloured felt hat. All; Jay-Thorpe

Belted jacket—30″ long

A long, belted jacket, like the ones the Suffragettes wore, for an ensemble of pale brown wool that couldn't look more contemporary. The jacket has a brown leather belt, a leather-piped collar; the dress underneath, per se, will be a standby. Henri Bendel

SHOES IN THE NEWS

SPOTLIGHT ON AMERICAN DESIGNS

Spot-light on Vinylite

In the kitchenette of her cruel stepsisters' apartment, Cinderella put her head on the Frigidaire and wept. You see, a visiting prince had invited her to the Stork Club, and she had no slippers. Presently there was a puff of smoke. "A fuse," thought Cinderella drearily. "Wrong," said a voice. "This is your benefactor, the Union Carbide and Chemical Company. Look at your feet." So Cinderella looked, and sure enough, on her feet were new slippers—like glass, but not glass. They were Vinylite, and beautiful.

Vinylite, a new American plastic like a less cold, more pliant glass, is now being used to fabricate shoes that look like ones straight out of a modern fairy-tale. Vogue first showed Vinylite shoes in the June 15 issue—only the beginning. Vinylite shoes are shoes in the news.

A surprising thing is that Vinylite can be clear, transparent, colourless, like a window-pane, making your shoe or a part of it look stocking-coloured. Or it can be coloured, but keep its transparency, like Cellophane. Or Vinylite can be coloured and opaque, like stained glass. What's more, it can be smooth, perforated, or grained.

Another miracle of Vinylite is that it stretches. A slow, lazy stretch that gives your foot a feeling of being moulded. Used for a whole shoe, Vinylite clings bulklessly, follows the lines of your foot. Used for part of a shoe, as at the right, it holds the shoe on, like elastic.

As if looks weren't enough, Vinylite refuses to scuff up or bark or chip. And you clean it the way you would a wind-shield—a swish of damp cloth.

ALL OF VINYLITE—this crystal-clear evening sandal, made on the new shankless last. At Saks-Fifth Avenue

VINYLITE BANDS crossing the instep, making this black suède pump look as if gravity kept it on. Saks-Fifth Avenue

A VINYLITE VAMP for a delicate-looking mule outlined with gold kid. The heel is Lucite. At Saks-Fifth Avenue

Other shoe news

Look at the shoes on the opposite page. This autumn, you'll want wood, or wood-grained leather, for heels or wedges. You may cast your lot with new heels—perhaps walking shoes with the heels slashed diagonally across the back, so that the outside is narrower than the inside (to accommodate the way most of us walk). Or perhaps heels carved like the prow of a ship.

You'll welcome bronze kid, the *élégante* of 1920, back after twenty years' absence and an *élégante* still. Or you may slip your toes into a startling "free-sole" shoe—the whole forepart of the shoe loose from the sole. Like a glove.

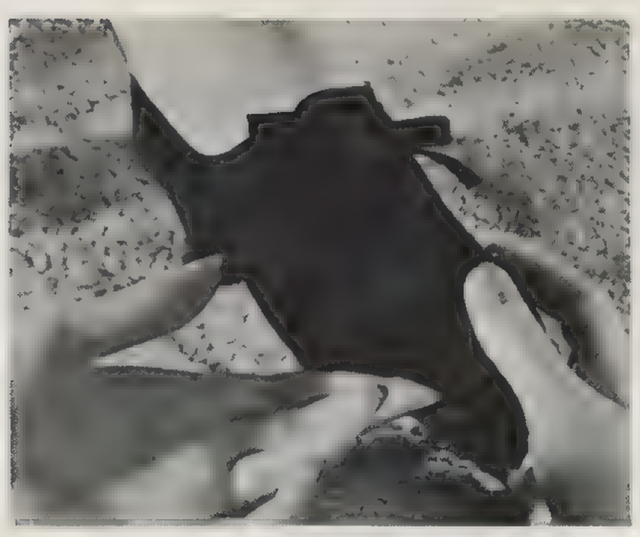
VOGUE STUDIOS

MOCK-WOOD WEDGE. You'd think wedge and bow were wood—but no; leather. Black suède. Saks-Fifth Avenue

SLASHED HEEL—wide on the inside, narrow on the outside of your foot. Brown calfskin; extended sole. Frank Brothers

MOCCASIN SOLE—heavy polished leather curving over the alligator-calf top, keeping feet dry. Selby Shoe Shops

BRONZE KID in its first important appearance since 1920. A light-as-air opera pump draped in front. I. Miller



A FREE SOLE—the forepart of the shoe rides free, revolutionarily, of the sole. Suède shoe; a Palter DeLiso design

PROW HEEL. A high wedge whittled to the curve of a liner. Of brown suède. James Kean shoe; Bonwit Teller

Under twenty—

Pinafore dresses under $20 for you who are under 20 years

MISS Eleanor Frothingham, who made her début in Boston this past season, is an Under-Twenty with ideas that dovetail with ours. She wears her blond hair in a pompadour. Likes hats. Frowns on hatlessness. Has a young enthusiasm for pinafores.

We're for pinafores, too. The ones that are an evolutionary step from the cotton pinafores you romped in last spring. Sophisticated pinafores you'd wear in town, on week-ends, even for dancing. Miss Frothingham posed in three of the newest, three all ready for your own fine autumn whirl. • Dresses on both pages; Bonwit Teller; Marshall Field; I. Magnin

Afternoon pinafore. A suave edition of your favourite—black velveteen with a separate cameo-buttoned blouse of black rayon faille. $19.95. Ruffled pompadour-cap of silk velvet; $10.50

Evening pinafore. These days, the glorified pinafore stays up late. This one is of black velveteen, with a beguiling lace blouse. The pinafore part can be worn by itself. Pay $19.95

HORST

Miss Eleanor Frothingham

Photographed here on Miss Frothingham, pretty Boston débutante whose calendar is scribbled black with Things To Do—a red wool pinafore over a black wool jersey blouse. Nice for town or college. $19.95. Felt hat; $10.50

Sewing for school

Designs for dressmaking

Whether school opens in Sept. or October,
This is the time to start thinking clothes over,
Call in the seamstress, or shine up your needle,
Call in the family, and don't scorn to wheedle.
Dresses to play in, and work in, and walk in,
Dresses to dance in, and cram in, and talk in,
Dresses for when you have nothing to do—
Result: a *cum laude* wardrobe for you.

***Above*: Without the tiny, hooded bolero, this dinner-dress becomes a dancing frock. Try bolero in velvet, dress in crêpe. No. S-4239.**

***First, right*: For tea-dancing, perhaps—this dress with bracelet sleeves, high, high neck to soften thin young shoulders. No. 8784. *Second*: Something to slip into when you're out of uniform. Back-buttoned blouse, high neck-line, too, on this dress. No. S-4235.**

Standing, left: School and college indispensable—fly-front shirt-dress, patch pockets. Bet you can make it yourself. It's No. 8719.

Seated: You can't get along without these either—the little box-coat, No. 8763; the above-knee skirt, No. 8739. Fine in flannel.

First, right: Tweed suit, to arrive in, to wear all term. Jacket No. 8789. Skirt stitched so as to flatten any youthful bulges. No. 8739.

Second: For a concert or movies in town—trim two-piece dress (try it in flannel), with ever-tidy-looking box-pleated skirt. No. 8767.

Back views and sizes on page 78

LUIS LEMUS

HER DRESS BY BENDEL; THEIR CHAMPAGNE BY PIPER-HEIDSIECK

Let summer winds blow

Wind-proof decorating ideas to outwit the breezes when you set your table outdoors

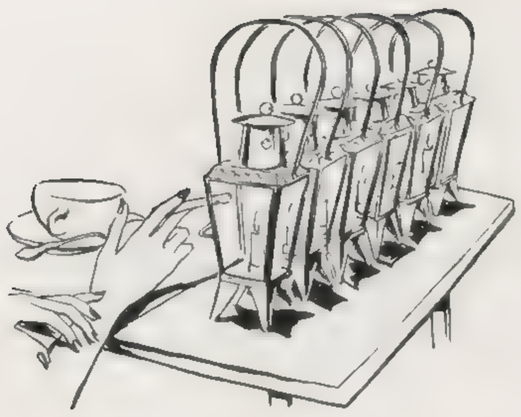
WHEN you plan your party out-of-doors, pray for the sun or the moon, as desired. But be decisive about the breezes and wind-proof your table with the devices we suggest here. Witness, for example, the photograph above, in which two of the guests at an outdoor wedding are shown drinking peaches-and-champagne. Observe the low flowers, firmly set in U-shaped glass tubes (Altman), and the flowers in the bowl secured by a weighted, fine-pronged holder.

Note those new Ronson Perisphere lighters on the table, serving the double purpose of cigarette-holders and individual lighters. Transport your cigarette equipment outdoors in the white lacquer box (sketched at the left), complete with Ronson lighter, and include the wind-proof ashtray of black glass; Pitt Petri. (White iron garden furniture from Richard Sandfort. Glasses from Sweden House.)

Encase flowers on your outdoor table against the wind in pairs of vitrines of glass and Mexican tin (sketched left) from Fred Leighton's. Duplicate these according to the size of your table. Or protect your blossoms in hurricane vases or huge crystal bubbles, as we showed in the June 15 Vogue. Or arrange flowers in a mammoth brandy glass so that they come only half-way to the top. (Glasses from Shelton, Inc.) Or use your own crystal punch-bowl in the same way.

Put a Victorian glass bell over a bouquet of real flowers. If you can't borrow a bell from your grandmother, you can buy one at James Pendleton's. Or use a glass tunnel for your flowers, with the blossoms in little bouquets in a glass tube inside the cylinder (Altman).

Instead of flowers for outdoor tables, try a bowl of glass fruit, some jewel-coloured, some liquid-filled. Or arrange a school of white porcelain fish down the centre of the table. Or produce an air-cooled look with great hunks of crystal ice. (The last three are to be found at Pitt Petri.) Or plant china flowers in a bed of marbles.



Light your outdoor dinner-table with wind-proof lanterns of Mexican tin (sketched left) from Fred Leighton's. Set these in rows at one or both ends of the table, or space them down the middle. Light the terrace with supersize candles in hurricane-lamps almost as tall as you are. (The lamps are from Pitt Petri.) Use mats of glass or of lumarith, which won't blow up at the corners. Have a first course of soup already at the table in pretty, covered cups to simplify service and keep the soup hot. Then relax and *enjoy* the breezes!

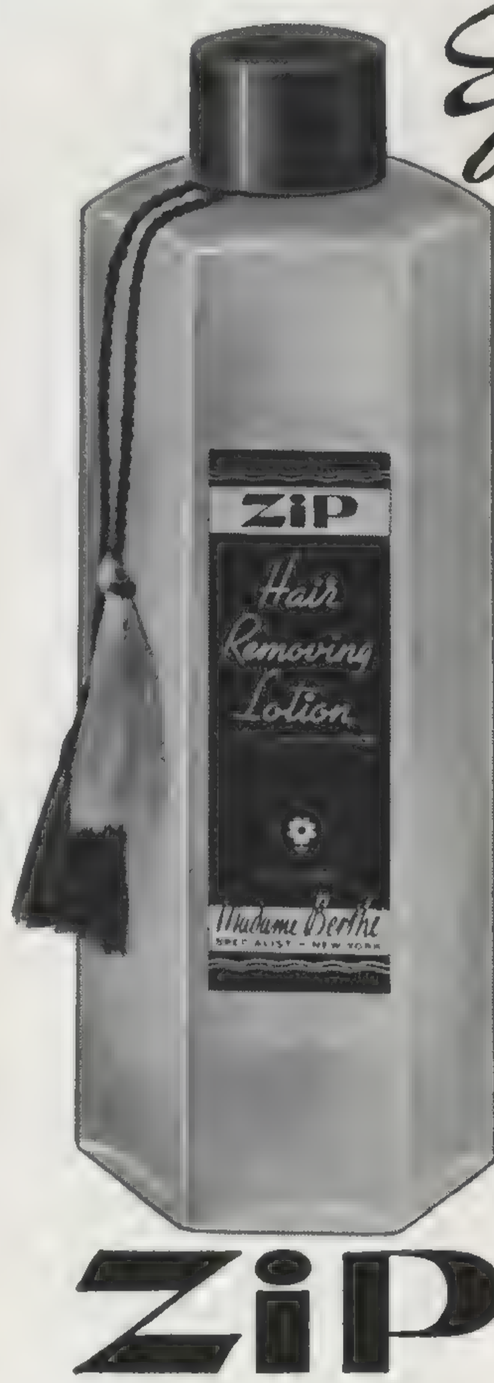
KNITTING WITH COTTON

A shapely (and you can be sure that it will stay shapely, too) sweater of heavy cotton yarn. The new look about it is due to its extra length, the cotton is heavy enough to keep you warm, even on through the early autumn. Of natural-coloured Bucilla Candlewick Cotton—yarn and instructions at Macy's, or send a stamped envelope to Vogue for instructions alone

A handsome natural-coloured string cardigan, designed by Bonwit Teller, who will have it hand-knit for you especially to your order. It is short-sleeved and pocketed—will fit in beautifully with your late summer resort wardrobe, will include itself gracefully in your plans for autumn tweeds. And notice, too, that it follows that new (autumn, 1940) trend of extra-long-length

VOGUE STUDIOS

NOW...A *Lotion* TO REMOVE HAIR *Effectively!*



So easy; so quick, to remove unwanted hair this way. You just "swab the fuzz" with sponge applicator attached to cap, rinse with cool water, and *ZIP!*—your superfluous hair is gone.

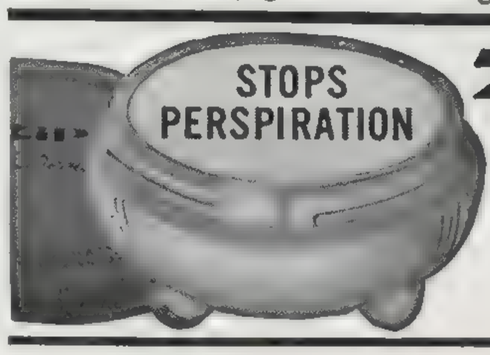
ZiP *Hair Removing Lotion**

A new — a radically different — a surprisingly easy and delightful way to remove superfluous hair . . . this dainty and fragrant viscous lotion that you simply dab on with the convenient sponge applicator, rinse off — and you're instantly free of under-arm or unsightly body hair! Perfected in the world-renowned ZiP laboratories, for years the pioneers in hair-removing science, this extraordinary lotion is utterly unlike anything you ever used before — as surely effective as it is simple and pleasant. Packaged in an exquisite white frosted bottle, the very sight of it is refreshing. Actually makes hair-removing a pleasure . . . sounds like magic — works like magic! . . . Available at cosmetic counters — 33c - 85c

608 FIFTH AVE. (49th St.) NEW YORK

Madame Berthé SPECIALIST

* PATENT PENDING



ZiP *Cream Deodorant*

A PHYSICIAN'S FORMULA

Actually eliminates perspiration and attending odors for one to three days. Simple to use. Just smooth a finger tip of cream under your arms.
Harmless to clothing. Attractive jar.
Large jar 19c — *Extra large jar* 33c

SHUR-TITE

Favorite of the Month

DESIGN PATENTED

In the wave of the vogue for disciplined lines comes this enchanting bag. Its straight panel is dramatically keyed to the straight silhouette. Of fine calf, new processed suede and broadcloth in leading Fall colors. At your favorite store. $5*

SUB-DEB "FAVORITE"

Glamour isn't reserved for those of voting age! Now... Shur-Tite "Favorite" smartness in sub-deb size!

$3*

*Slightly higher in some localities

Goldsmith **BROTHERS**

New York

Chicago • Los Angeles • Paris • London

DISCOVERIES IN BEAUTY

Millot's "Recital" Cologne, a newcomer, flanks Millot's "Recital" Perfume. The fragrance is a delicate, light floral one which, in another era, might have reminded suitors of gentle winds from a summer garden

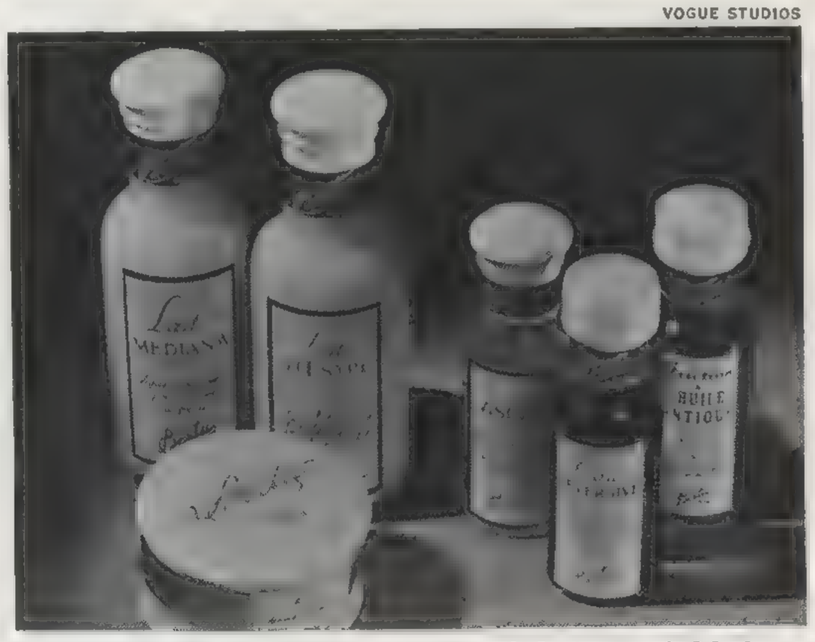
THAT dreamy floral perfume, Millot's "Recital"—probably one of your summer can't-do-withouts—has been joined by the companion Cologne, "Recital." And breathes there the lady who wouldn't like a new Cologne for the six more weeks of summer ahead? (As a matter of fact, "Recital," Perfume or Cologne, will be cherished year 'round by you whose husbands scowl on sultry, divan-ish perfumes.) The Cologne, incidentally, would be a joyful idea for your college-bound daughter.

Mascara addicts, who like to brush up their long curling lashes during the day or evening, will pounce on Germaine Monteil's fine new mascara case. It's an inch and a half square —the square shape being feasible because the mascara brush has a folding handle. This miniature wafery compact tucks into a very small corner of your bag. The mascara itself hasn't changed—goes on with the same each-eyelash-an-entity ease.

Summer is the time to be mildly pleased by unimportant, delightful details. To our way of thinking Matchabelli's pastel corduroy powder mitt is an entertainer—you really tattoo yourself all over with a gentle beating. Aside from the fragrance of the powder, and the prettiness of the mitts, we were amused by the powdery pattern the corduroy markings leave. Stripes or crisscrosses, as you please. At Bonwit Teller.

A complexion tended by Madame Bertie d'Uchizy's creams and lotions (all made with a milk base) is likely to be a complexion commented upon and envied. Madame Bertie, well-known in Paris as a dermatologist, now has her creams in America. In case you don't recognize the roll-call below, there are the *Lait d'Œsype*, a creamy cleanser and nourisher, *Lait Mediana*, a sparkling skin tonic, *Crème Masque*, a reanimator, *Eau Détersive*, an icy, rosy astringent, *Tonique Visuel*, an eye-bath, and *Friction, à l'Huile Antique*, a body-rub. Jay-Thorpe.

VOGUE STUDIOS



Above: the face-saving creams and lotions of Madame Bertie d'Uchizy. Write the name now in your little black book, if summer has done things to your complexion—or if you're interested in preserving the good one you have

COLUMNISTS WRITE AS THEY PLEASE

(Continued from page 37) Herbert Hoover in the Neutrality fight.

In common with all newspapermen and sailors, Drew Pearson believes in hunches and luck. "A remark that I overheard at a dinner-table gave me the lead that broke the Louisiana crooked politics story," he says with the amazed expression of a little boy who has found a penny in the street.

Pearson travels over the country lecturing and at the same time lending an attentive ear to whatever political gossip comes his way. With his wife, he conducts a New Deal salon in Washington and manages to be more useful to his friends than vice versa. In fact, Pearson's sincere friendliness might be the key-note of his character—nothing is too much trouble for a friend, and in spite of his news-hunting proclivities, a confidence from a friend is never betrayed. "Washington Merry-Go-Round" frequently contains a bit of sly national gossip in the Winchell manner. His books are more amusing than erudite.

Bob Allen, on the other hand, is red-haired, stocky, short, tenacious as a bulldog, and probably fine ballast for the more temperamental Pearson. He is brusque, unfriendly to strangers, while Pearson is the diplomat who often pours oil on the troubled waters. Where Bob Allen leaves off and Drew Pearson begins in their collaborations is a mystery to the reader—and that proves a fine collaboration. I suspect that the framework under the brilliant writing of Pearson is often Bob Allen's. Certainly some of the uncanny prophecies that "Washington Merry-Go-Round" is famous for have been concepts of his. One astonishing feat in prediction was the details of the Nazi-Soviet pact. There is little in world-wide big news that the column does not forecast with unbelievably precise detail.

ALSOP AND KINTNER

Bright young men have been attracted to the present administration with the unerring instinct of bees to clover, and with the same genial self-interest. Young men have hitherto done most of their talking in the wilderness of ears deaf to the political theories of the knee-pants generation. It is suitable, therefore, that among the favourite White House correspondents would be two bright young men, Joseph Alsop and Robert Kintner, who, in a column called "Capitol Parade," express their brilliant, impulsive, critically-brittle opinions of current events. The column is published daily in the *Washington Star*, the *Boston Globe*, the *Philadelphia Bulletin* and about one hundred and forty other newspapers.

Joseph Alsop came to columning by way of Groton, Harvard, and the *Herald Tribune*. Twenty-nine years old, he is an extremely precocious twenty-nine. Outside the newspaper world, he is known in the slick magazine world where one frequently comes upon his well-written, informative articles, neither written down nor up. They are easily adjustable to the small, medium, and large mind. He believes seriously that his column does not have opinions, but only makes comments on events already occurred—but the comment is often enough an opinion.

POLITICALLY DISILLUSIONED

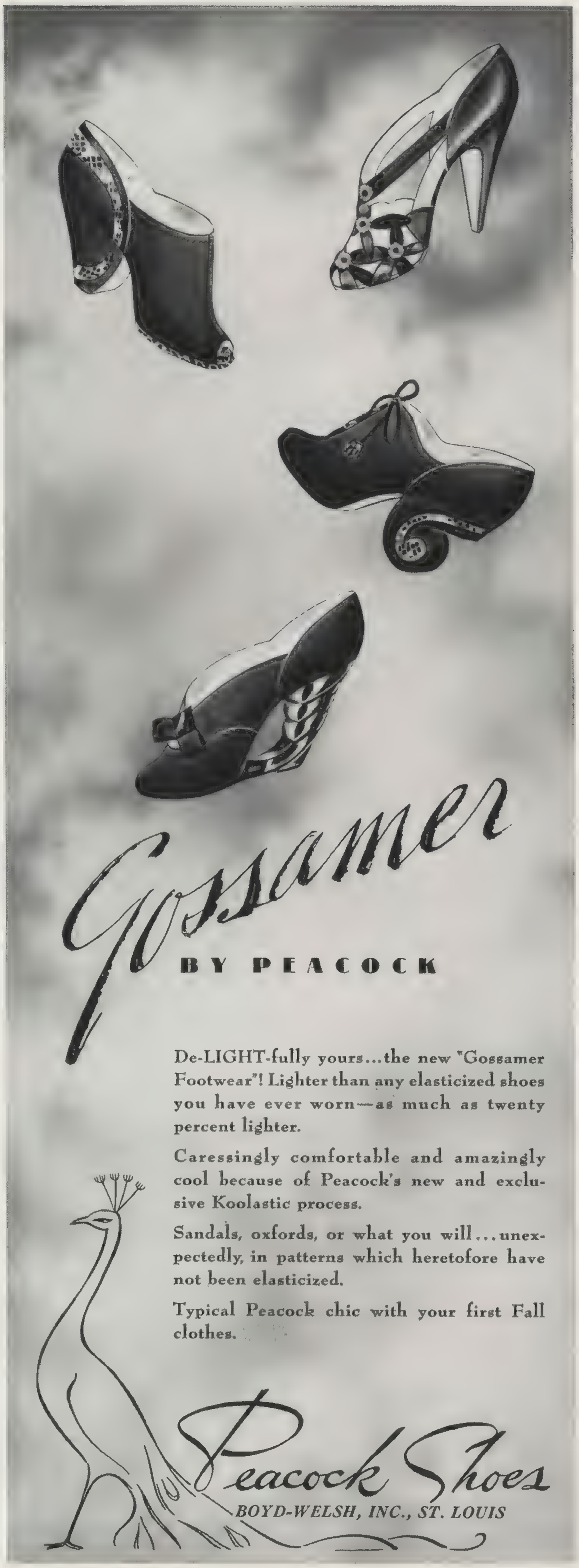
The column is fighting briskly these days for government-business cooperation. It has retained no political illusions. It *commented* sadly that the presidentially rebuked Frank Hague of New Jersey was one of the first supporters of the third-term notion. Yet the column came out flatfootedly the day war in Europe was declared and stated in its opening lines: "However bitter the factional quarrels of the past, they must be forgotten in such a crisis as the present. In times like these, there is only one man to whom the nation can look for leadership, and he is the President of the United States."

Alsop and Kintner do a wholesale business of intellectually kidding the President, but their wholehearted admiration of him, and especially of his foreign policy, is obvious to their readers. On January first, they called him "the American man of the year." They are very wise about the meaning of his apparently spontaneous gestures. They sensed that the invitation to Republican Senators McNary and Austin and Representative Martin to attend the Democratic Jackson Day Dinner was not all in fun, but that, by this means, the President wanted to symbolize the national unity. (Continued on page 76)

FIFTY—FUTURE OR FINIS?

To score yourself on the test on page 49, mark a, b, or c. If, for example, you checked b in group 1, give yourself 15. You're good with 200, fair with 165.

1. a. 0 b. 15 c. 5	**5.** a. 5 b. 15 c. 0	**9.** a. 0 b. 5 c. 15	**13.** a. 15 b. 5 c. 0	**17.** a. 15 b. 0 c. 5
2. a. 5 b. 15 c. 10	**6.** a. 15 b. 0 c. 5	**10.** a. 0 b. 5 c. 15	**14.** a. 15 b. 0 c. 5	**18.** a. 0 b. 15 c. 5
3. a. 15 b. 0 c. 5	**7.** a. 5 b. 15 c. 0	**11.** a. 0 b. 5 c. 15	**15.** a. 5 b. 15 c. 0	**19.** a. 15 b. 0 c. 5
4. a. 5 b. 0 c. 15	**8.** a. 5 b. 15 c. 0	**12.** a. 5 b. 15 c. 0	**16.** a. 15 b. 5 c. 10	



NEW VISTAS

L'Aiglon frocks in Enka Rayon

Photographed on the eighty-sixth floor, Empire State Observatory

TELESCOPIC view of the fall fashion picture... Crepe Charm of Enka Rayon, with a new soft bloom — the two-piece frock with its longer blouse and the tailored dress with big pockets and pleats. Each $6.50. Identified with the Enka Fashion Approved Tag. At the L'Aiglon store in your city.

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion

ENKA RAYON

206 MADISON AVENUE • NEW YORK, N. Y.

COLUMNISTS WRITE AS THEY PLEASE

(Continued from page 75) The boys have an intellectual contempt for Congress as a body and great admiration for many Congressmen, notably Senator James F. Byrnes. When they speak of Justice Frank Murphy, they are less complimentary and refer to him as one whose mental processes "plague, puzzle, and amaze every informed person in the Capital."

Most notable outgrowth of the Alsop-Kintner team has been the now well-read *American White Paper*. Alsop worked with the President on this, and then Alsop worked alone on it, which may be the reason for the fact that when the book was published it revealed some tangled skeins in the foreign policy of America. Relations were slightly strained between the columnist and the White House thereafter.

Robert Kintner is Alsop's senior by one year, but his brilliance has not been dulled by age. A graduate of Swarthmore, as was his worthy competitor, Drew Pearson (and why should Swarthmore be graduating these many columnists?), he went to the *Herald Tribune* as a reporter, and became one of the staff of financial editors, and finally a mathematical wizard. He joined up with Alsop, and, between them, they divide Washington departments so neatly that they can cover a great deal of ground. Alsop takes the Senate, and Kintner takes the House.

GEORGE SOKOLSKY

George Sokolsky, who once edited the *Russian Daily News*, the only English language newspaper in Leningrad, is a favourite columnist for the "Rightists."

His column appears Monday mornings in the *Herald Tribune*, and is syndicated in about eleven newspapers. In a New York apartment of impressive magnitude, he sits behind a desk among a group of Chinese treasures and looks like an extraordinary Buddha, with the chicaneries of modern politics receiving his endless, unblinking contemplation. He sings "I love America" in bass or tenor with equal ease and does not offend either the young-not-too-radicals or the older-not-too-conservatives.

Labour receives his most violent blasts, and he feels especially equipped to smear the faintest hint of Communism with coal tar, pitch-black. Himself a renegade of the Communist form of government, and a convert to Capitalism, he has been called "A star-spangled spieler for Capitalism." It was during the early days of the Russian Revolution that he learned the lessons which cured him of Leftist leanings. "The Russian Revolution made me fearful of all revolutions," he has said.

His column in the *Herald Tribune* gives the effect of a roving reporter's eye-view of the ills of America, and Mr. Sokolsky actually travels many thousand miles a year in his quest for wrongs to right. He often has a great deal of trouble deciding which side of the fence to be on and frequently imagines himself on both sides at once, a feat which creates confusion in the minds of those who try either to agree with him or to oppose him. He is both for and against the present administration. But he does write quite forthrightly, "I fear the concentration of power in the hands of any one individual."

The fourteen years that he spent in China and the Far East left a spiritual mark upon him which is more intangible than even his deep appreciation of Chinese culture. The books that line his room are more than half Chinese literature. When he talks about China, his voice falls into the lilting cadences of Chinese enunciation. And although he feels the weight of the world situation, he offers it scarcely more than passive resistance, while he justifies the American way of business and "points up" our democracy.

In his column, he often introduces a mythical Sam, the True American, who says what he is told to say and who allows Sokolsky, himself, to make the *bon mot* which gives the point to these essays of discovering what goes on behind the front doors of America.

He, with other columnists, assures you that his paper does not in any way interfere with his column; he can say what he pleases, even if what he says does not agree with the policy of his journal. A columnist can disagree with his managing editor as loudly as print will scream, and no one, even the man who pays him, says him nay. This is the great force and value of a column...daily evidence of the freedom of American opinion, expressed in the American press.

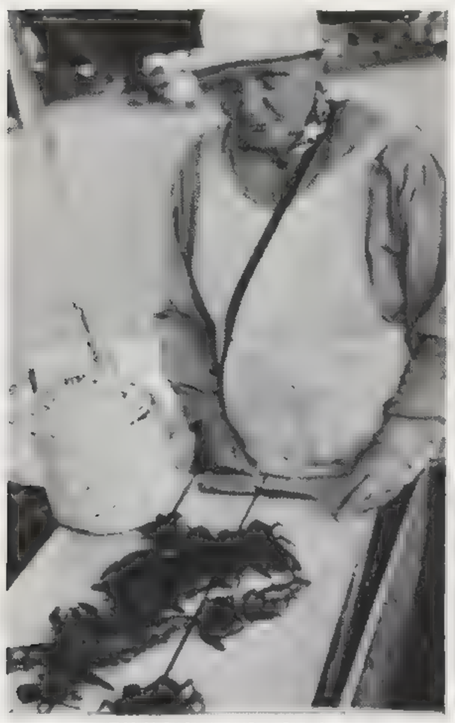
NOBLESSE OBLIGE

You have seen those touching photographs of refugees abroad, plodding from their homes with pitifully meagre bundles of possessions. As the days grow shorter, among their most urgent needs are warm blankets. You can help.

From extra pieces of wool yarn, you can make knitted or crocheted squares, to be sent to The Knitted Square, 5 Northway, Bronxville, where they will be sewn together for blankets. This is sponsored by the American Auxiliary Committee of l'Union des Femmes de France.

Make the squares 6" by 6", of wool, knitted in garter-stitch or crocheted in single or double crochet. For yarn the weight of knitting worsted, cast on 36 stitches, using No. 5 or 6 needles. For yarn the weight of Shetland floss, cast on 40 stitches, using No. 4 needles. Very fine yarns should be knitted double. As for colours—the spectrum's the limit.

FINNISH FESTIVAL


FINNISH KRAPUJA

By Aleko E. Lilius

EVERY year, at the stroke of midnight of July 15—and this has been going on for generations—, the population of Finland, the small, honest, two-fisted, and now terribly battle-scarred country in the northwestern corner of Europe, used to go decidedly and unmistakably *krapuja* mad. And had not the war cancelled all plans of the Olympic Games at Helsinki in July, 1940, the many visitors to Finland would have had a memorable culinary thrill to carry home, since they would have been in the country at the height of the *krapu* season. *Krapu* (plural: *krapuja*, pronounced krá-poo-ya) is the Finnish word for crayfish or crawfish.

THE MAGIC OF KRAPUJA

Certainly, *krapuja* are an unexpectedly pleasant revelation. With the age-old Finnish and Scandinavian custom of innumerable glasses of *Schnäpps* or *Aquavit*, and a great deal of singing with each downed drink, every *krapu* meal becomes a banquet, but a banquet without speeches and, strangely enough, without the usual after-effects of over-indulgence. It must be some magic in the very meat of the *krapuja* that does the trick. The old Vikings knew of its sobering propensity; you can probably read it in their *Eddas*.

When any Finnish person invites you to a *krapu* party, it is a sure sign that you have been accepted into the intimate circle of his family. For, to enjoy fully those red, lobster-like delicacies, all table etiquette must be forgotten, and only those definitely accepted by the family are invited to the feast, lest strangers receive the wrong impression of Finnish table manners.

The *krapu* looks like a small lobster, but it has, when boiled in water with just the right amount of salt and seasoned with dill—the dill is very important—infinitely more taste than a lobster or *langouste*. In Finland, *krapuja* are served cold, on ice.

In years before, at one minute after midnight of July 15, when the season opened, thousands of small, circular nets, wire baskets, and *krapu* traps were lowered by thousands of people in the many thousands of lakes, rivers, and rivulets for which Finland is famed. The *krapu* is a fresh-water dweller, and, being extremely voracious, it will immediately attack baits of "high" meat offered it from the traps.

At the height of the *krapu*-catching season, what is known as a *krapu*-catching party usually takes place at night, and the custom is to make an all-night picnic of the occasion. To catch *krapuja*, all you do is lower your nets or traps into the water, leave them there for a few minutes, and then pull them up, with several of the black crustaceans captured inside. With a little luck, you are bound to catch several hundred *krapuja* in one night or day.

At a *krapu*-catching picnic, there may be a huge, steaming, iron pot awaiting its victims right on the bank of the river, where the picnic is in progress until sunup. There are also "formal" *krapu* parties. If you are invited to one of them, you will find the whole table set under the sign of the *krapu*. The plates are decorated with red figures of the *krapu*; so are the knives, the table-cloth, the candle-shades, the table scarf, even the cork of the *Aquavit* bottle. Since the complete enjoyment of the *krapu* is such a messy affair, every guest is provided with a napkin to be tied around his neck.

In the centre of the table tower one or two plates with perhaps two hundred *krapaju*, artistically decorated with strands of dill. While the guests help themselves to the red crustaceans, the host fills their empty *Aquavit* glasses to the rim with the pearly fluid. The host intones the first *skol* song. The drink is downed. A hush descends upon the company. The attack on the *krapuja* is about to be launched.

The *krapu* eater now goes through a series of dissecting operations. The man who knows first breaks the *krapu* in two at the base of the tail. The next step is a very unceremonious and audible process; he puts the *krapu* to his mouth and sucks out the juice. The taste is pleasantly salty and permeated with the aroma of dill. Then he breaks open the protective scales of the tail, frees the meat, and places it reverently on a piece of well-buttered,

THE WAY TO EAT KRAPUJA

toasted white bread. Next he cuts through the hard red shell just behind the eyes, separating the main body from the bitter gall, and finally proceeds to enjoy the contents of the *krapu* body—another noisy manœuvre. Every part of the *krapu* but the gall and the shell is eaten. Last come the claws, and they are crushed and treated like those of a lobster.

Only when the toasted bread is completely covered with the delicious *krapu* tails will it be eaten. In well-informed (Continued on page 78)

Beguiling Loveliness

You will trust it to nothing less than a true, long-lasting perspiration check

To be completely enchanting, the sophisticated girl knows that she must be—above all else—irreproachably dainty. To her, the use of any deodorant but the very surest *would be unthinkable!*

• • •

IF YOU HAVE SET YOURSELF a true standard of irreproachableness, you will not dream of accepting any but the surest underarm protection. You will demand a really long-lasting perspiration check that will neither wash off in a bath nor fail you in warm weather. Since any evening may be important, you will trust your charm only to a deodorant that still protects you after long hours of dancing and gay excitement.

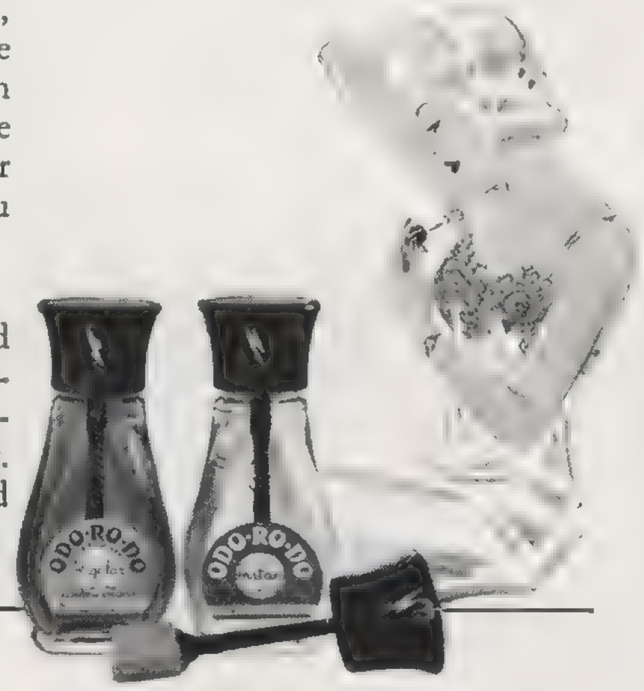
For just such fastidious daintiness, women of refinement and culture the world over have depended on Liquid Odorono for over twenty-five years. Liquid Odorono is not quicker—but it is *surer*, even though you suffer acutely from perspiration.

• • •

A doctor's prescription, Liquid Odorono is a true, long-lasting perspiration check that scientifically controls dampness, odor and staining. The average girl needs to use Liquid Odorono only once or twice a week. Thus, the problem of keeping dainty and appealing every day, all day, is reduced to a minimum.

A Boston society leader says: "It has been years since I first began to use Liquid Odorono. Since then, I have tried other deodorants. I know, from long experience, that the *only* way to achieve long-lasting underarm daintiness is to use a *long-lasting* perspiration check. That's why I always use Liquid Odorono."

Liquid Odorono is mildly antiseptic—comes in two strengths, Regular and Instant. Also in Ice form. Many use it for excessive perspiration of the hands, feet and forehead, as well as the underarm. Get a bottle today! Avoid end-of-the-day dampness and odor. Be exquisitely dainty and adorable! The Odorono Co., Inc., New York, N. Y.



BOOKLETS *for the asking*

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

HOUSEHOLD

GUIDE FOR THE BRIDE
is Wamsutta's booklet, rich with information for the bride, or any woman selecting linens. It tells how many sheets and pillow cases are needed for various households, small, large or in-between. Wamsutta Mills, Dept. V, New Bedford, Mass.

SCHIERENHIDE
Solid leather, with its rich and lasting qualities, is now being used for lamps, book-ends, ash trays, desk appointments and many other useful and decorative pieces. A new folder shows some of these well-designed household accessories. Chas. A. Schieren Company, Dept. VE-4, 30 Ferry Street, New York, New York.

COINTREAU LIQUEUR
In addition to serving this fine liqueur straight after dinner, or with brandy, there are many cocktails made with Cointreau. These are given in a new booklet. For your copy, write Browne Vintners, Dept. V, 50 Rockefeller Plaza, New York City.

FLOWER ARRANGING
Exquisite colour photographs of unusual flower arrangements and useful suggestions and diagrams make this new booklet a joy to own! For your copy of this practical booklet, please send ten cents with your request to The Coca-Cola Company, Department V, Atlanta, Georgia.

WORLD FAMOUS GIN RECIPES
including two favourites, Martini and Tom Collins, are given in an attractive new Gordon's Gin booklet. Twenty-five recipes will give you many new ideas for delicious drinks. Somerset Importers, Ltd., Dept. V, 9 Rockefeller Plaza, New York City.

LUGGAGE

LET YOUR CLOTHES ENJOY YOUR TRIP
is Hartmann's new booklet, illustrating the proper and simplest way to pack men's and women's clothes. It will prove enormously helpful to you, especially to you who are college-bound. Hartmann Trunk Company, Dept. V, Racine, Wisconsin.

TRAVEL

WHITE SULPHUR SPRINGS
A photographic story of the activities at the Greenbrier, famous White Sulphur Springs resort, and a schedule of coming events are given in an attractive new booklet. For your copy, write The Greenbrier, Dept. V, White Sulphur Springs, W. Va.

ATLANTIC CITY
a new brochure tells you all about the diversions at Atlantic City—varied activities to meet the tastes of all visitors. Room 506 Convention Hall, Atlantic City, New Jersey.

MANOIR RICHELIEU
In Murray Bay in Québec, you will find a wonderful modern hotel that has all the charm of old-world hospitality—The Manoir Richelieu! A new booklet tells all about the sports and amusements, and there are many pictures. Canada Steamship Lines, Dept. V, 535 Fifth Avenue, New York City.

JASPER NATIONAL PARK
A fifty-two page booklet shows many photographs of this exquisite country and gives information on accommodations and recreations—golf, fishing, motor and trail trips in the Canadian Rockies, all-expense tours of Jasper National Park. Canadian National Railways, Dept. V, 673 Fifth Avenue, New York, New York.

SCHOOLS

VOGUE'S SCHOOL DIRECTORY
A brand new edition of the directory includes a list of pointers for parents on choosing the right schools for their children. There is a helpful listing of private schools for boys and girls, and vocational schools for adults. Vogue's School Bureau, Dept. 5, 420 Lexington Avenue, New York.

SILVER

STERLING FOR GOOD FORTUNE
gives many pointers on entertaining successfully, and there are valuable notes on table-setting. For this booklet and photographs of table settings in Watson patterns, send ten cents. The Watson Company, Department V, 1240 Watson Avenue, Attleboro, Massachusetts.

STERLING SERVICE IN EASY STEPS
tells you all about the convenient "Place Service" plan devised by the International Silver Company. Their beautiful sterling designs are illustrated. International Silver Company, Dept. V, Wallingford, Conn.

ALVIN STERLING SILVER PATTERNS
each have a descriptive folder with price lists. Write for folders on the patterns in which you are interested: Chased Romantique, English Rose, Maytime, Mastercraft, Bridal Bouquet, Maryland, Della Robbia, Romantique. Alvin Silversmiths, Dept. V, Providence, R. I.

WARDROBE

A NEW ADVENTURE IN BEAUTY
is Flexees' new booklet which will help you select your figure type and the foundations particularly designed for you. For your copy, write Flexees, Department V, 417 Fifth Avenue, New York, New York.

FIGURES AND FASHIONS IN "LASTEX"
You've been benefited by the "miracle yarn that makes things fit" consciously and unconsciously for years, and this new booklet will tell you many interesting things about "Lastex"—how it is made, how it is woven or knitted into fabrics. U. S. Rubber Company, "Lastex" Division, Department V, 1230 Sixth Avenue, New York, New York.

LAUNDERING DIRECTIONS
a series of Ivory Flakes folders gives authentic directions for washing various types of fabrics, and for laundering your clothes—foundations, lingerie, gloves, and stockings. Procter and Gamble Co., Ivory Flakes, Dept. V, Cincinnati, Ohio.

BEAUTY

HERE DWELLS YOUTH
gives you a complete description of the Primrose House basic preparations and treatments for special skin faults. Primrose House, Department V, 595 Fifth Avenue, New York, New York.

YOUR LOVELY SKIN
is Dorothy Gray's valuable booklet, outlining the correct treatments for every type and condition of skin. Excellent tips on make-up are also given. Dorothy Gray, Dept. V, 683 Fifth Avenue, New York City.

WINNING WAYS WITH PERFUME
is Coty's booklet that tells you how to choose perfume wisely and how to use it wisely. The famous Coty perfumes are described. Coty, Department V, 423 West 55 Street, New York, New York.

BEAUTIFUL HANDS
outlines the authentic Peggy Sage manicure method that you may follow at home. Peggy Sage, Inc., Department V, 50 East 57 Street, New York, New York.

CHANEL, INC.
Perfumes are described by Chanel, Inc., in a beautiful little book that will be sent you upon request. Besides describing the perfumes, it will tell you many interesting things about how to use them. Chanel, Inc., Dept. V, 35 West 34 Street, New York City.

IMRA COSMETIC DEPILATORY
is the welcome new depilatory that is odourless and painless. Parfums Chevalier Garde, the makers of Imra, have an attractive new booklet describing it and telling how to use it. Parfums Chevalier Garde, Dept. V, 730 Fifth Avenue, New York City.

FINNISH FESTIVAL

(Continued from page 77) gourmet circles in Finland, it is considered the height of unselfishness—and true chivalry—should the owner of such a sandwich turn it over to the lady of his heart. So, in fact, many a Finnish romance has had its beginning under the sign of a well-covered, well-buttered *krapuja*-tail sandwich.

KRAPUJA IN THE U. S. A.

In case all of this has made you feel that you would like to do a little *krapuja* experimenting on your own, you can try some of the Finnish recipes with American crawfish. The crawfish in this country most closely resembling *krapuja* come from the fresh waters of Wisconsin, and the large metropolitan fish shops will order these for you if you notify them in advance. Petrosino, in Washington Market, in New York, for example, provides the crawfish on a day's notice. You have to order ten dozen, but you will probably want that many anyway, to make a party of their introduction. These Wisconsin crawfish are also used as a substitute for *krapuja* in the Swedish and Finnish restaurants in this country. And, if you like, you could substitute lobster for the crawfish in any of the following Finnish recipes.

Suppose you have your crawfish at hand, you might want to try them in the classic way that they are served in Finland. For this, scrub the fish carefully; and for each twelve, dissolve a handful of salt in boiling water, to which a generous amount of fresh dill has been added. The crawfish are then boiled rapidly for from ten to fifteen minutes, and served hot, or chilled and served on a bed of cracked ice.

CRAWFISH SALAD: The meat is removed from the tails and claws of crawfish that have been boiled in salted water. An equal amount of asparagus tips is combined with the fish and mixed with mayonnaise in which there are capers and chopped pickles. The salad is surrounded by flowerets of uncooked cauliflower.

CRAWFISH BUTTER: In Finland, this butter is sealed in jars for use in future dishes during the *krapuja* season. Here, if you have a mess of crawfish at hand, you might prepare some of the butter to use in the recipes that follow, and also to be used as a paste for canapés.

Mash the claws and shells of twenty-five boiled *krapuja*, and simmer these with half a pound of butter over a slow fire for half an hour. Stir frequently, and add a little water. Strain the mixture through a cloth and press down in a jar of cold water until it hardens. Remove from water and keep in ice-box.

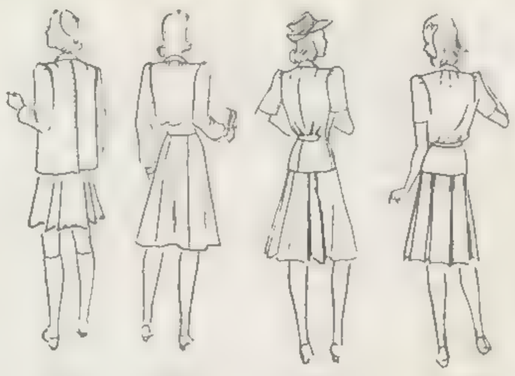
OMELETTE À LA MANTUA: Make a rolled omelette in the ordinary manner and stuff it with the meat of boiled crawfish tails and mushrooms or truffles, which are cut in small cubes and mixed with equal parts of crawfish butter and mayonnaise. (About two mushrooms or truffles are used with thirty crawfish tails.) Garnish the platter with whole boiled tails and crawfish butter.

CRAWFISH STEW: Boil fifty crawfish in salted water. Remove the meat from the tails and claws and boil these for a few minutes in crawfish butter and bouillon or stock. Mix the fish with drawn butter to which has been added juice from the crawfish and a little crawfish butter.

DESIGNS FOR DRESSMAKING

These are other views of the designs shown on pages 70, 71. Designed for sizes: 8763 ("Easy-to-Make"), 8767, S-4235, S-4239, in sizes 12 to 20 (30 to 38)

8784 S-4235 S-4239



8763 8739 8719 8789 8739 8767

Designed for sizes: 8739, in 25 to 34 waist measure; 8789 and 8719, in sizes 12 to 20 (30 to 38); 40 and 42; and 8784, in 12 to 20 (30 to 38); and 40

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 79.

C-A-T, CAT

(Turn back to page 57)

THE feline form divine is probably the most beautiful in the world, and for ladies who are loath to own a lesser lissomeness than a cat, Helena Rubinstein has bridged the gap. She has created the famous cat exercises that do wonders for liquefying silhouettes. They are imaginative exercises, that use your own muscles to exercise *against*. They are unprecise enough so that you dictate to yourself, with proper cat arrogance, just how far you care to stretch or bend. Try them—and make up more of your own.

Here are a few specifics for bumps and bulges:

For a cat-like flatness of hip. Sit on the floor supported by your hands. Roll your right hip over till your right knee touches the floor. Roll your left.

To liquefy your hips and thighs. Settle yourself in a kneeling position—then, supporting yourself with your right arm, stretch your left leg up and out to the side as far as your sinuosity will allow. Now the left.

For a supple, rippling spine. This is a feline, slow-motion variation of the touch-your-toes exercise. Stand firmly, flatly on your feet, and, compressing your stomach and abdomen, place your hands flat on the floor—then, keeping your middle short and tight, lift up slowly, so that you feel every vertebra coming into line separately.

For neatening up your silhouette. Stand erect, your chest high, your rib-cage lifted well off your hips—and then fold up. Literally collapse, as evenly, effortlessly as a cat—but for all your bonelessness—keep your chest high and rib-cage lifted. Then, keeping your tummy taut, get up the same way. No jerking or lurches allowed.

For tummy, hips, and thighs. Lie on your back with your arms and legs in the air, and play with an imaginary ball of wool. Toss it quickly back and forth from hands to feet (keeping your tummy in and your chest high) till all four of your extremities are going like bicycle pedals.

Watch a cat walk—there's never any hip lurching, or sidewise jerk—a cat moves forward only. Place your fingers on your hip-bones, and walk forward. Try to keep these bones in perfect alignment, so that the one is never above or below the other. With practice, you'll achieve an easy, slim movement.

If you have no cat to emulate, go to the Rubinstein Salon and ask them about their Lithe-Line—a tough, elastic invention which gives you something to work *against*. It is also based on the cat-stretch theory, and we've seen it do wonderful things about fattish backs, too-large bosoms, and bumpy thighs.

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

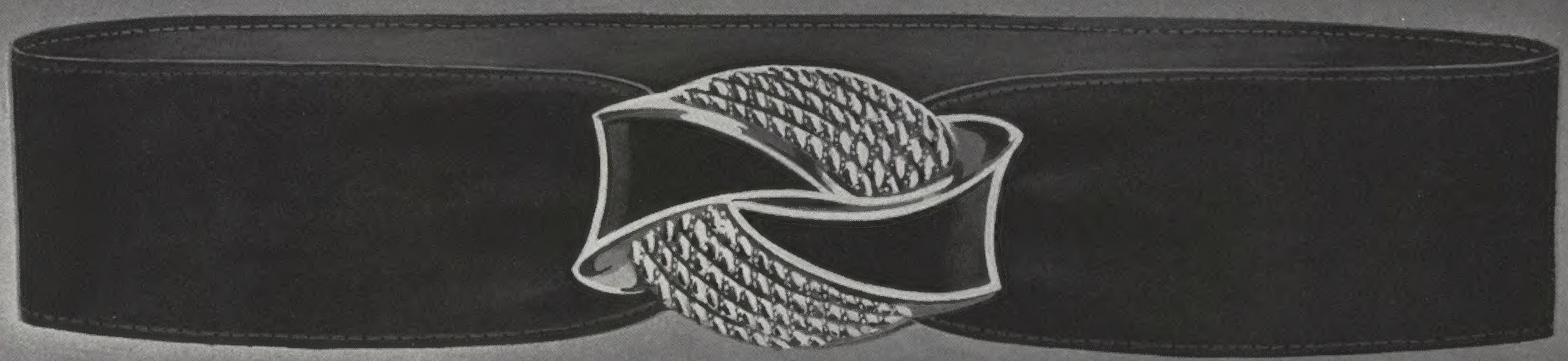
Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

329	$2.00	8767	$.50
334	2.00	8777	.60
S-4235	1.00	8779	.60
S-4239	1.00	8783	.75
8719	.50	8784	.60
8739	.30	8785	.75
8763	.50	8789	.40

a Criterion* Original

Swirl-a-gig



Your **BELT** for **AUGUST**—Supple suede to swath the waist for that new narrow look . . . chased gold with swirls of suede for the buckle. In all important Fall colors. *At leading stores $1.50, slightly higher in Canada.* • Swirl-a-gig is only one suggestion from the new Fall collection by Criterion—see them all for new ideas in creating smart costume effects.

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Stylists of belts for women

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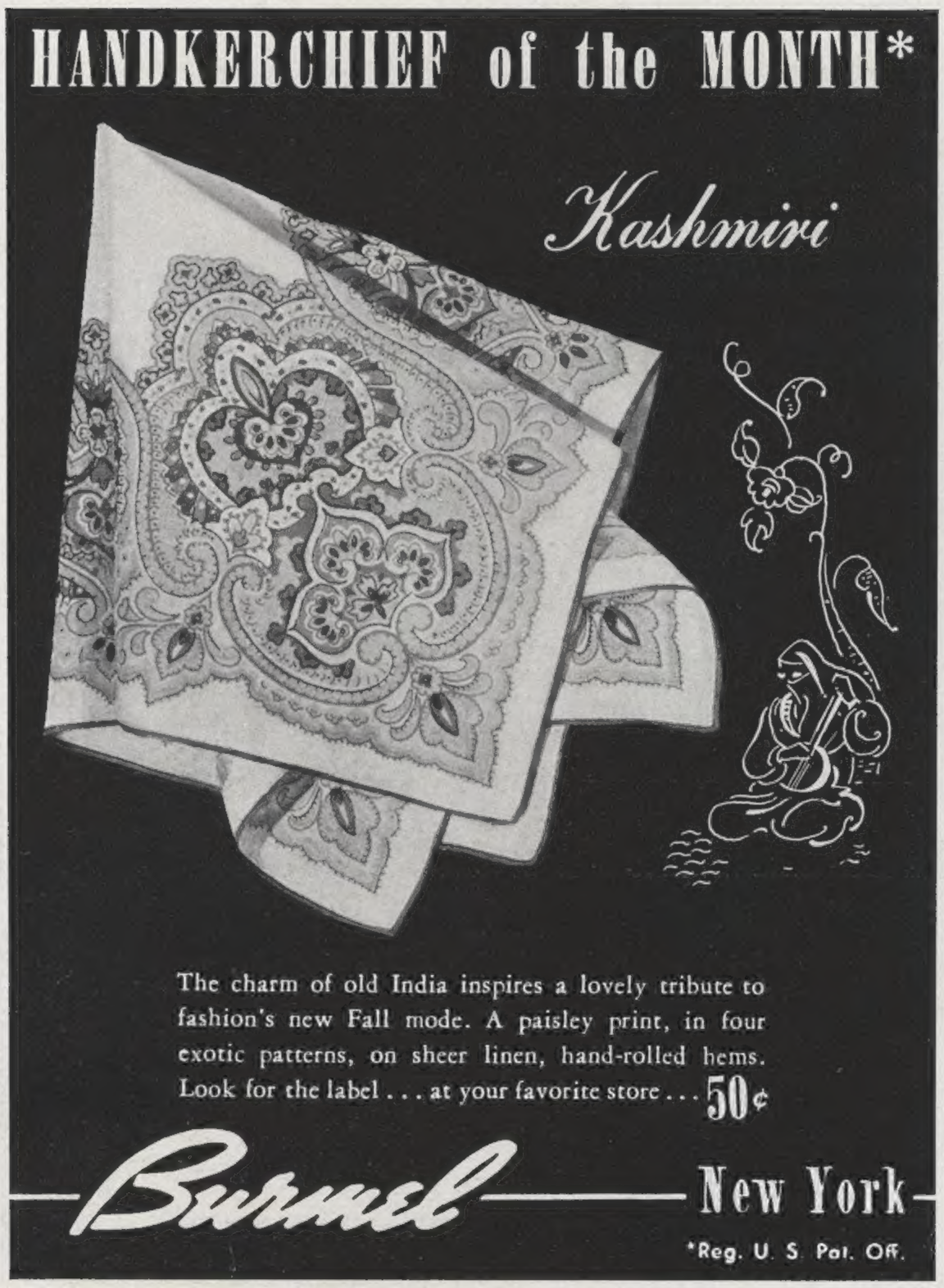
HANDKERCHIEF of the MONTH*



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VOGUE COVERS THE TOWN

Art galleries

Nine artists went to Hollywood—and painted pictures of people making pictures—which seems to us to be a completely new wrinkle in either of the picture-making businesses. The artists are conceded among America's foremost—Grant Wood, Thomas Benton, Georges Schreiber, Ernest Fiene, James Chapin, Robert Philip, Luis Quintanilla, Rafael Soyer, George Biddle. The movie is Walter Wanger's production of Eugene O'Neill's "The Long Voyage Home."

Each artist found something for himself to paint or sketch—Grant Wood's eye was caught by a set of a London pub, painted a scene of sailors singing there. Schreiber amused himself by making caricatures of the other artists, and of John Ford, the director.

These paintings will tour the country—but first they will be shown at the Associated American Artists Galleries, 711 Fifth Avenue. The exhibition will open August 5....

....The Fifth Annual Modern Plastics Competition is on view at the Chanin Building, 122 East Forty-Second Street. The show includes only such objects as have been designed or put on the market since last September. It's really remarkable what an ingenious race we've turned out to be—wait until you see all the things we've thought up in less than a year.

Junior Programs

There was once a theory that since children have to be educated and have to have fun, too, there was a way of combining the two—so that the poor little things could actually learn while funning, and vice versa. The people with this theory went to work and proved it—proved it to the complete satisfaction—last year—of nearly a million children and their parents.

That, to make a long story tellable, is the history of Junior Programs, Inc. The result to-day is a flourishing, non-profit, non-commercial organization which has brought really good professional entertainment of a suitable nature to millions of children all over the country.

Write a letter to Junior Programs, Inc., at 37 West Fifty-Seventh Street, and they will give you all the information—how to plan a performance for the children in your community, and how to figure the costs for it. On the day of the performance, Junior Programs, Inc., arrives, complete with actors, scenery, lighting effects, and costumes. With remarkably little effort on your part and at a cost to themselves of seldom more than twenty-five cents, you will give the children a chance to prove to you that they don't have to be taught to enjoy good music, or ballet or opera, or suitable plays.

The Junior Program repertoire includes "The Bumble Bee Prince" opera, "The Princess and the Swineherd," fairy-tale ballet, concerts, plays—a new Robin Hood, a new South American play—all the old favourites. Performing units travel all over the country, completely equipped; a Field Staff travels separately to help you do all the planning.

Town and Fairways

The Havana-Madrid has a Latin-American floor show which can't be beat anywhere in town—they can play, and CAN they dance! What's more, their music is authentic—mostly Latin-American compositions written especially for the show, or written during the last few months....

....If you like good-natured, rowdy, boisterous fun, you'll find all you could possibly want at the Gay New Orleans at the Fair. And the food there rivals the cuisine of the famous New Orleans restaurants themselves—the real Creole food, prepared by people who know all about it. And the prices are not at all unkind....

....The Museum of Modern Art was so pleased with the success of the Douglas Fairbanks movies, that they are running another series of comedies through July and August. "Forty Years of American Film Comedy," the series is called, and it starts with "It Happened One Night" and a few other modern comedies, and goes right back to Bunny-and-Finch shorts—which were the biggest laughs in town in the early 1900's. The admission to the Museum (twenty-five cents) is admission to the movie theatre, too.

"FLANEUR"

TO OUR CONTRIBUTORS

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Actual color photograph—Branch Bobbitt, tobacco warehouseman, admires a fine lot of ripe, golden leaf.

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